Feb 12 1936

FEBRUARY 13, 1936

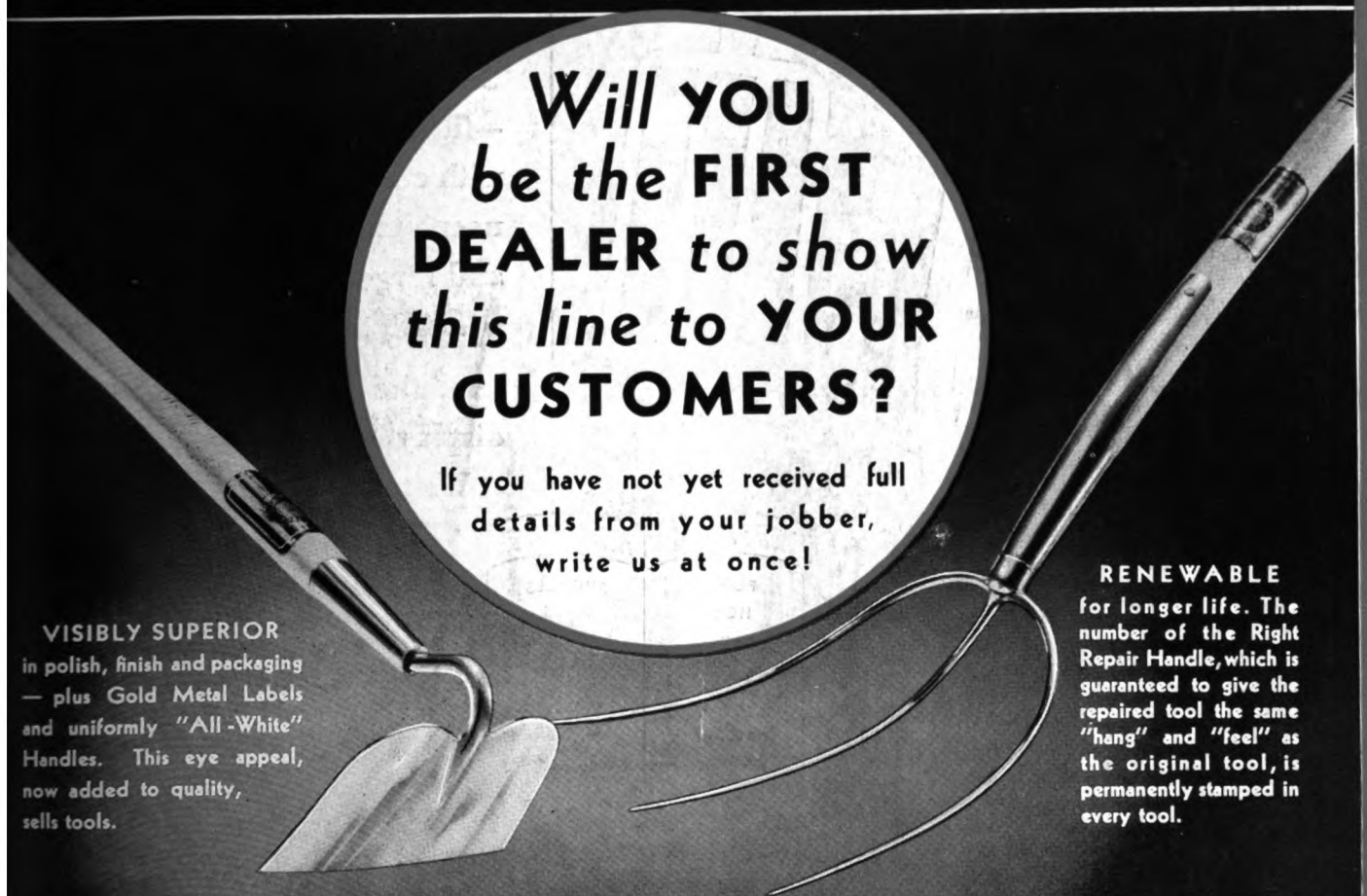
HARDWARE AGE

Published
Every Other Thursday

THE FIRST AND ONLY FARM AND GARDEN TOOLS WITH EYE APPEAL AND LONGER LIFE!

Will YOU *be the* FIRST DEALER *to show this line to* YOUR CUSTOMERS?

If you have not yet received full details from your jobber, write us at once!



VISIBLY SUPERIOR in polish, finish and packaging — plus Gold Metal Labels and uniformly "All-White" Handles. This eye appeal, now added to quality, sells tools.

RENEWABLE for longer life. The number of the Right Repair Handle, which is guaranteed to give the repaired tool the same "hang" and "feel" as the original tool, is permanently stamped in every tool.

THE UNION FORK & HOE COMPANY

Makers of Quality Steel Goods for Over 35 Years — COLUMBUS, OHIO — JACKSON, MISS. — FRANKFORT, N. Y.

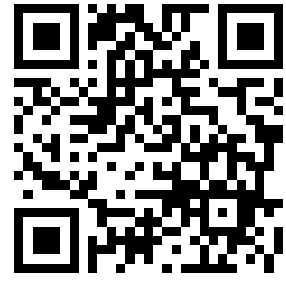
Representatives: H. J. McCarty, 253 Broadway, N. Y. City; John T. Rowntree, Inc., Los Angeles; Henry Keidel & Co., Baltimore

Digitized by Google

This is a reproduction of a library book that was digitized by Google as part of an ongoing effort to preserve the information in books and make it universally accessible.

Google™ books

https://books.google.com





TOOLS OF THE MONTH for MARCH

• Three leaders in popularity. Genuine True Temper Quality—fitted, finished and tempered with craftsman's care—to insure users the utmost satisfaction and larger profit for you.

Feature these tools for March with the wide variety of store display helps we furnish free. Write for them today. If your jobber cannot fill orders for these tools, write us and we will send name of nearest distributor.

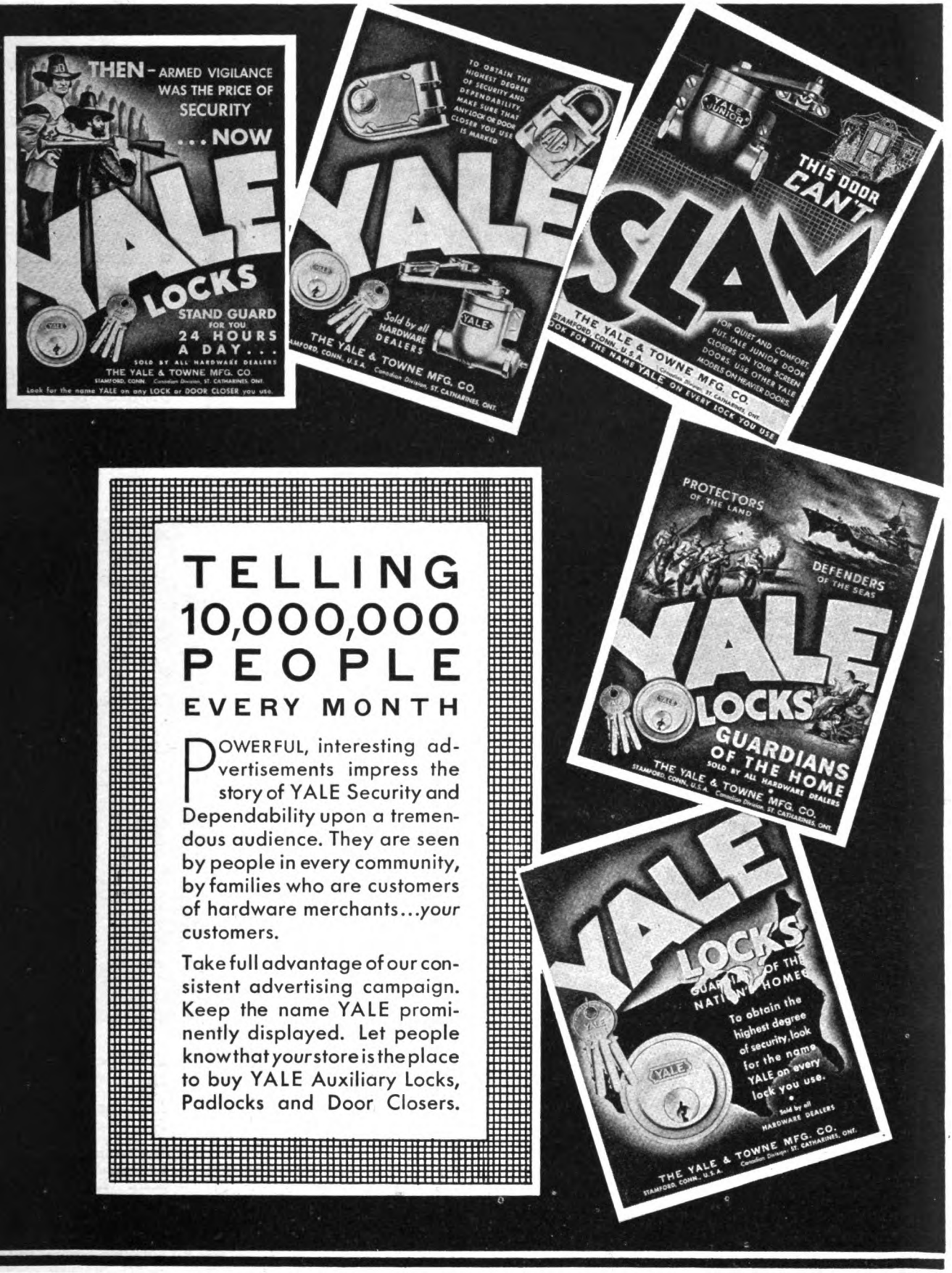
THE AMERICAN FORK & HOE COMPANY
Makers of Essential Tools
CLEVELAND • OHIO

**Prices slightly higher west of Denver.*

TRUE TEMPER TOOLS

Hardware Age, published every other Thursday by Chilton Co. (Inc.), Chestnut and 56th Sts., Philadelphia, Pa. Entered as second-class matter March 24, 1933, at the Post Office at Philadelphia under the Act of March 3, 1879. (Printed in U. S. A.) $1.00 per year. Single copies 15c each. Vol. 137, No. 1.

Digitized by Google



TELLING 10,000,000 PEOPLE EVERY MONTH

POWERFUL, interesting advertisements impress the story of YALE Security and Dependability upon a tremendous audience. They are seen by people in every community, by families who are customers of hardware merchants...*your* customers.

Take full advantage of our consistent advertising campaign. Keep the name YALE prominently displayed. Let people know that *your* store is the place to buy YALE Auxiliary Locks, Padlocks and Door Closers.

THE YALE & TOWNE MFG. CO.
STAMFORD, CONN., U.S.A.

Digitized by Google

The LOWEST PRICED PUMPING UNITS *dealers can buy*



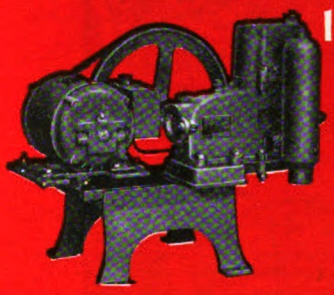
1148D

Red Jacket shallow well water systems

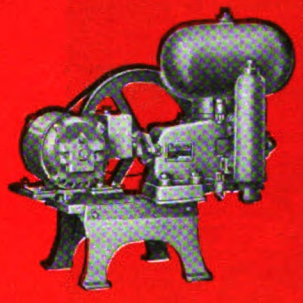
1148 Series—*240 Gal. Per Hour.*

This Pump is adaptable to all size tanks and very practical and economical where only a small amount of water is required. Extra large bearing surface, bronze bearings. Stainless steel piston rod, plunger easily removed.

1150C



FRESH WATER



EFFICIENCY AND DEPENDABILITY

of operation is the attained goal in all Red Jacket Pumps and Water Systems.

Precision workmanship, unsurpassed quality of materials and world-wide prestige of over 50 years' experience as a pump manufacturer, make Red Jacket Pumps easy to sell.

Jobbers and Dealers everywhere recognize these Selling Advantages.

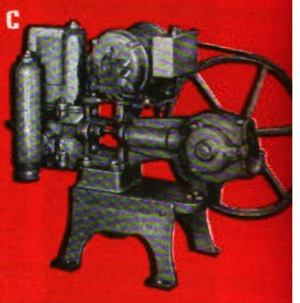
Make 1936 your largest Water System Year. Inquire today about Red Jacket large dealer discounts.

Red Jacket

1153C



1155C



1150 Series — *250 Gal. Per Hour.*

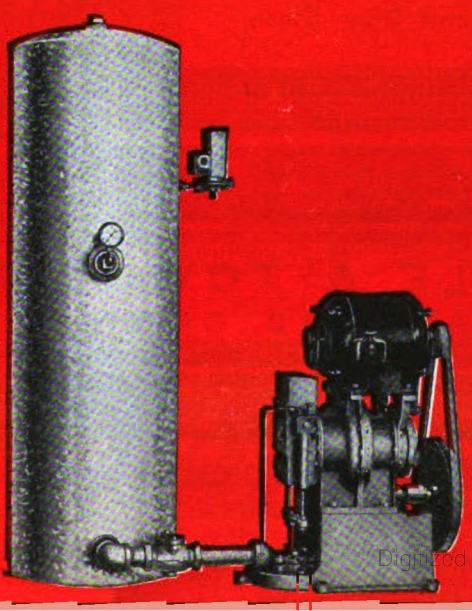
Special "Water Lubricated" bearings. Very economical and trouble-free operation. Furnished with 8, 20 or 42 gal. tanks.

These models, as well as larger models, are equipped with gas engines.

FRESH WATER SYSTEMS, 1150 F.W.—Ideal for use at summer camps and cottages where large storage capacities are not required.

DEEP WELL — Dorward Red Jacket Deep Well Water Systems are outstanding with "*more power per inch of stroke,*" making them the most economical pump on the market. Capacities up to 10,000 gallons per hour.

DEEP WELL



1153 Series — *350 Gal. Pe Hour.*

1155 Series — *500 Gal. Pe Hour.*

Bronze main bearings lubricate by splash system. Heavy stee shaft. Extra long bronze cross head. Stainless steel piston ro and hardened steel wrist pin.

Sturdy, compact units, that giv unfailing service, and, like all Re Jacket products, are fully gua anteed.

New 1936 Catalogs—FRE

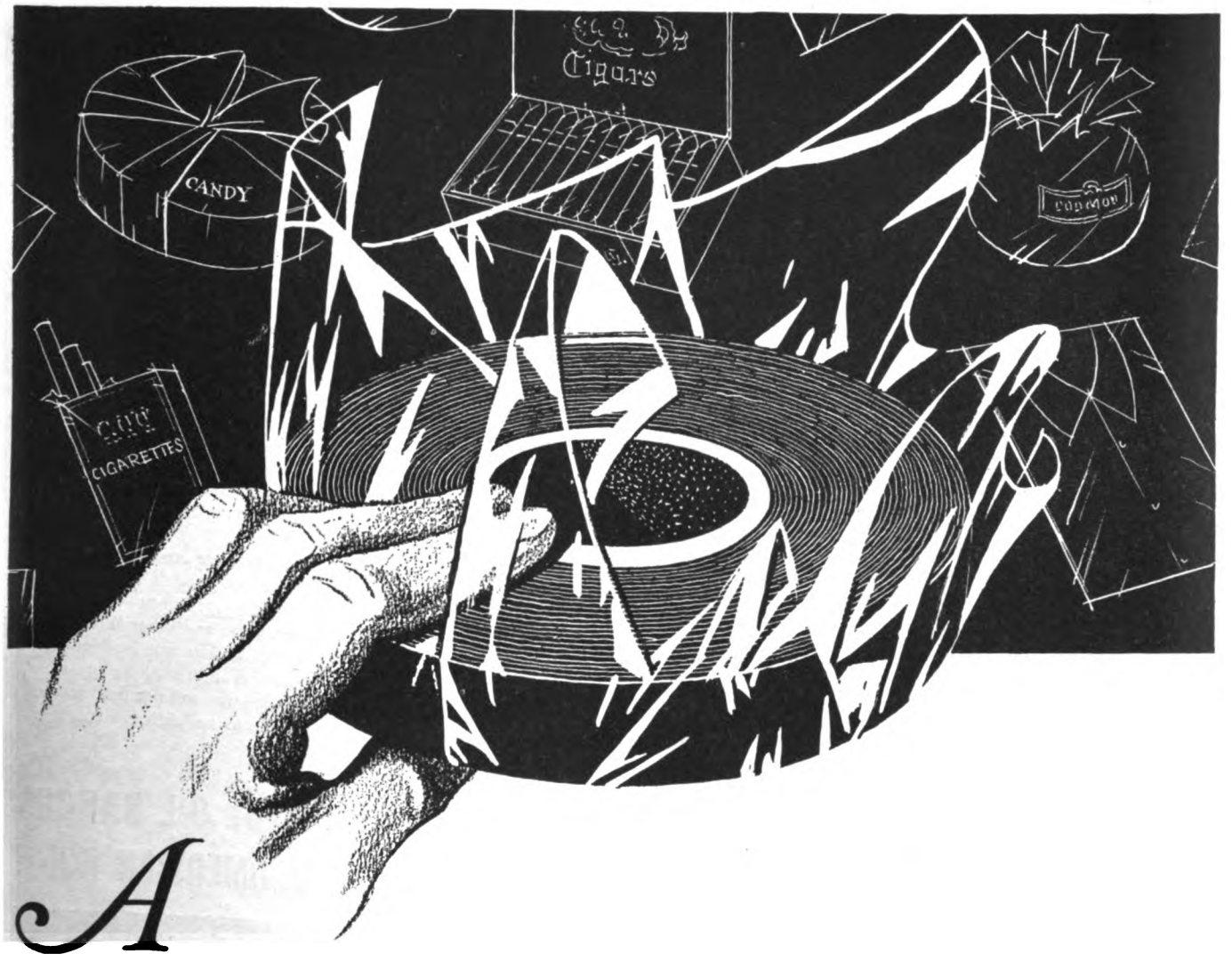
Just off the press. One fo Water Systems — another fo Hand Pumps.

Write Today for your copies.

Red Jacket Manufacturin Company

Davenport, Iowa

Digitized by Google



A PRODUCT IS KNOWN *by the* COMPANY IT KEEPS

Progressive companies in many fields are now wrapping and sealing their products in Cellophane, but in each field there has been one pioneer to lead the way. Panther and Dragon were the first commercial tapes to adopt this protective sheathing, a step in keeping with their policy of leadership—a leadership extending from the superior qualities of the tape itself to the Modern way of packaging and merchandising it. A product is known by the company it keeps, and hardware dealers everywhere know that it pays to stock a leader.

HAZARD INSULATED WIRE WORKS

Division of

THE OKONITE COMPANY

Factories: Wilkes-Barre, Pa. Passaic, N. J.

Digitized by Google

APPEARS IN THE SATURDAY EVENING POST, MARCH 28, 1936

Front Page News!



Styled for the young ideas of a new age, the beautiful new Florence Table Top and Console Oil Ranges open the way to a truly modern kitchen. Built to serve faithfully for years to come, they embody the refinements of 64 years' experience.

Better looking, in gleaming porcelain enamel, with fully rounded corners and edges—easily kept spotless.

Better cooking, with five powerful wickless kerosene burners that *focus* the heat directly on the cooking. They bring you the convenience of gas, economy of oil. Better baking and roasting, too, in the extra large oven, fully insulated with rock wool; porcelain lined; with Fingertip Heat Control, dependable thermometer. Easily regulated for *any* cooking need: quick and hot or mild and gentle.

Reliable Florence Dealers everywhere are showing these beautiful new oil ranges: Table Top models with paneled front, Console models with closed or open front—finished in gleaming porcelain enamel. See these and other models for every need and purse. Ask about the Florence Budget Plan. Send today for the big booklet that illustrates the great line of Florence Oil Ranges. It contains new and practical recipes, and interesting full-color suggestions on kitchen decoration. The coupon brings it to you—*free.*

THE MOST BEAUTIFUL OIL RANGES EVER OFFERED THE AMERICAN HOME





At the right is shown the new Florence Table Top Oil Range in full porcelain enamel, white or ivory. The new Console model, shown above, is porcelain finished in white, buff and ivory, or green and ivory. Each type has handles of black bakelite, chromium trimmed.

Let FLORENCE do your cooking

New Florence Oil Ranges

Florence Stove Co., Dept.
Gardner, Mass.
Please send free booklet to

Name.....

Address.....

Also send folders on [] Gas Ranges [] Gasoline Ranges

© 1936 by F. S. Co.

Digitized by Google

STORE DISPLAY

You can get more oil range and gas range business with a STORE DISPLAY like this. The big Florence line offers models for every need and purse—sales to every stove prospect!

WINDOW MATERIAL

You can sell 'em on the sidewalk with a Florence Window. The photo below shows some of the new *free* window trim that will be given Florence Dealers. Put in Florence Table Top and Console Oil Ranges and tie up your windows with Florence National Advertising.





Puts FLORENCE Oil Ranges OUT FRONT

National advertising has made FLORENCE a household name—and is making Florence Sales a source of dependable business for dealers everywhere.

The advertisement reproduced on the opposite page will make the New Florence Oil Ranges *front page news* to nearly three million families. And this ad is not alone. It is only part of the huge Florence national advertising campaign of forty-three million messages, directed into the best oil stove markets, designed to show the beautiful new Florence Table Top and Console Oil Ranges to millions of old customers and new prospects who are about ready to buy!

Get your share of this *ready* market by putting in a Florence Window. Use the big blow-up poster that reproduces THE SATURDAY EVENING POST page. Use the cut-out figures, the open book display, the twenty-foot roll of colorful crepe

Back up your windows with a Florence Stove Department in the store—"a model for every need and purse." Lead off with the beautiful new Table Top and Console Oil Ranges—the "front page news" to oil stove users everywhere. Select the rest of the line to meet the needs of your trade: Wickless and Wick-type Oil Ranges and Stoves, including the handsome new Cabinet model; Gasoline Pressure Ranges; and a splendid line of Florence Gas Ranges.

Send for a copy of the big portfolio—"FLORENCE in 1936." It tells about the *complete* campaign, which includes a big direct mail piece for your use. And ask about the Florence Budget Plan.

FLORENCE STOVE COMPANY
General Offices and Plant, Gardner, Mass.; *Western Offices and Plant,* Kankakee, Ill.; *Sales Offices:* Merchandise Mart, Chicago; New York, Boston, Atlanta, Dallas, Detroit and San Francisco.

FLORENCE
OIL RANGES • GAS RANGES • HEATERS • RANGE BURNERS

Digitized by Google

The 1936 PROFIT CURVE swings to ALLEN AIR-SEAL



The big range news . . . the big profit news . . . Allen Air-Seal construction—Allen Streamline beauty. 19 revolutionary features put this range in the undisputed forefront for 1936 sales and profits.



ALLEN AIR-SEAL *Streamline* RANGE

Thrillingly new . . . sensationally different! The only range in the world with the new patented Air-Seal body that seals the heat in the oven . . . sets new standards of heating speed . . . new fuel economy . . . protects and preserves the fine two-tone porcelain finish.

The Allen Air-Seal starts buying action. Its sparkling beauty and exclusive, appealing features close sales on the spot. It will make 1936 BUYERS out of thousands of 1937 prospects.

ALLEN JOBBERS

BOSTON, MASS.
Prescott & Company

CLEVELAND, OHIO
The Geo. Worthington Co.

DES MOINES, IOWA
Brown-Camp Hardware Co.

EVANSVILLE, INDIANA
Small & Schelesky Co.

MILWAUKEE, WISCONSIN
John Pritzlaff Hdwe. Co.

MINNEAPOLIS, MINN.
Hall Hardware Co.

PLATTSBURG, N. Y.
A. H. Marshall Co., Inc.

ST. JOSEPH, MISSOURI
Wyeth Hdwe. & Mfg. Co.

SAN FRANCISCO, CAL.
A. D. Wunder Co.

SPOKANE, WASHINGTON
Jensen-Byrd Company

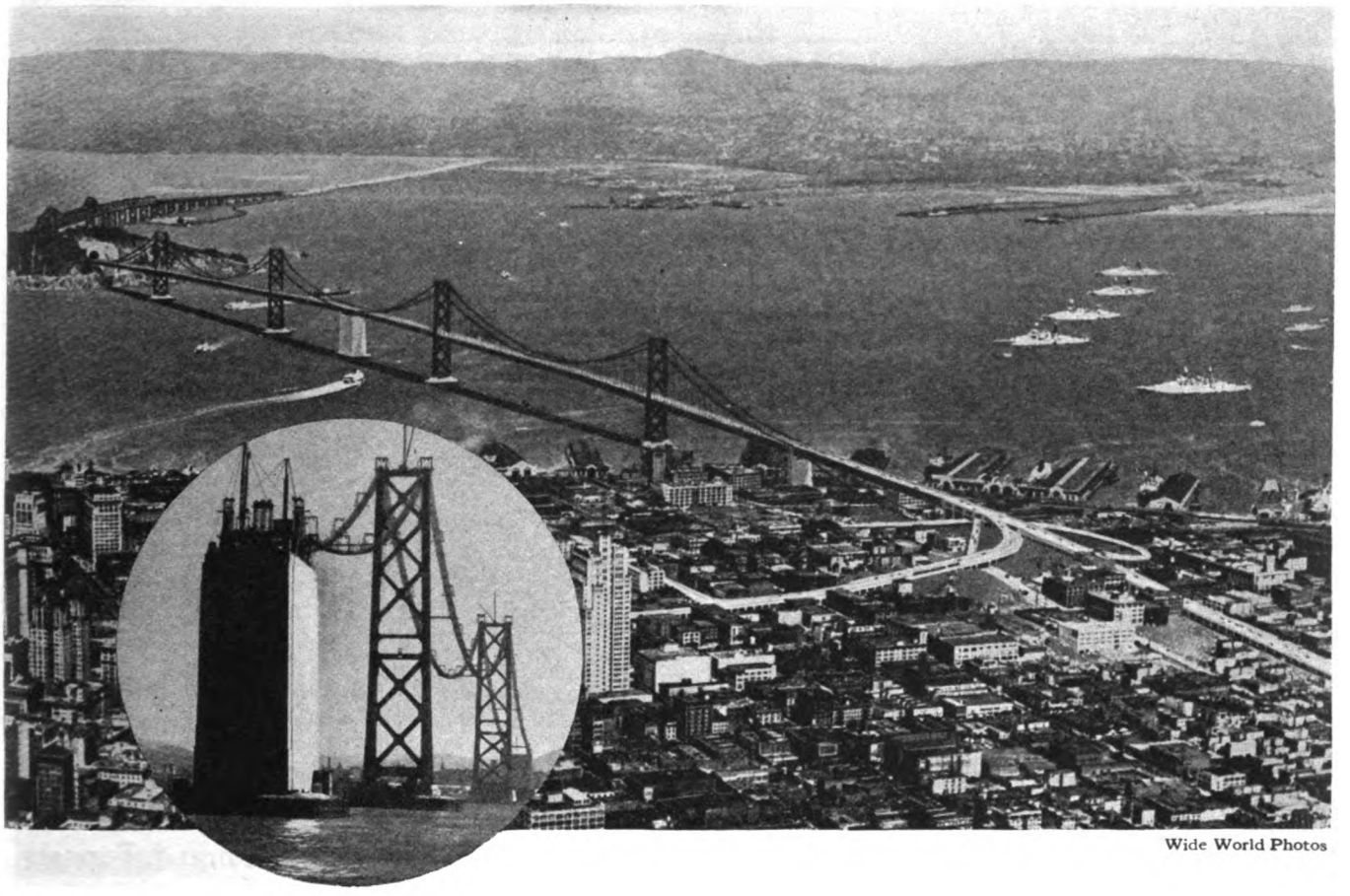
A Sales Plan That Will SELL Them!

Get the start on competition. Write today for full details of this new wonder range and the merchandising plan that will put them in the homes of your customers.

ALLEN MANUFACTURING CO.
NASHVILLE, TENNESSEE.

Digitized by Google

Awarded to Rubberset!



Wide World Photos

The exclusive contracts for the brushes to paint the new giant San Francisco-Oakland Bay Bridge!

Once again Rubberset's quality stands out! Once again the industry's leader shows the way!

California's huge San Francisco-Oakland Bay Bridge will be painted in 1936 with Rubberset Brushes — and *only* Rubberset Brushes! One hundred and fifty dozen Rubberset No. 35 leather bound stucco brushes will spread the paint on every cable and tower, every stanchion and support on this world-famous span.

We are very pleased with this order. Naturally. But the real satisfaction comes with this further proof that Rubberset stands alone. It is further testimony that these brushes, made with the finest of imported bristles, *permanently and positively* set in hard rubber by the often-imitated-but-never-duplicated Rubberset Process—once again are recognized as the finest paint brushes that money can buy.

ONLY A BRUSH THAT IS TRADE MARKED **RUBBERSET** (TRADE MARK) IS A GENUINE RUBBERSET BRUSH

REMEMBER THIS: WHATEVER THE JOB, HOWEVER BIG OR HOWEVER DELICATE, THERE'S A LONG-LIFE RUBBERSET BRUSH THAT YOU CAN DEPEND ON TO DO IT FOR YOU!

RUBBERSET COMPANY

PAINT BRUSH DIVISION — 56 FERRY STREET, NEWARK, N. J.

ESTABLISHED 1873

NOW UNDER THE OWNERSHIP OF BRISTOL-MYERS CO.

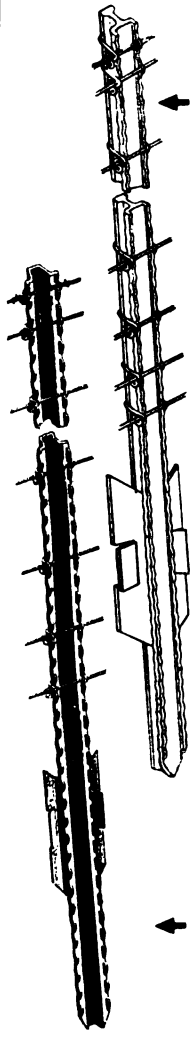
Digitized by Google

UNITED STATES STEEL

SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS

GENUINE AMERICAN FENCE

Medium Hard Wire . . . Tough and Sturdy



AMERICAN BANNER STEEL FENCE POSTS

Self-Anchoring . . .
One Man Does the Job

Built like a railroad rail—made of tough new steel to provide a lifetime of service. Large slit wing anchor roots the post into the ground as it is driven. No holes to dig—no tamping. Anchors solid as a rock in any soil. Closely-spaced wire notches permit wire to be fastened to post exactly where it crosses post. Seven clamps furnished free with each post. Furnished in 5, 6, 7, 7½ and 8 ft. lengths—either painted orange or galvanized. Painted posts finished with heavy coat of special steel paint baked on under high temperature.

IDEAL U FENCE POSTS

A Good Seller Everywhere

Extra strong and durable. Made of new special steel. Patented anchor plate grips the soil—assures rigid and tight fence line. No holes to dig. One man does the job complete. Painted green; furnished in same lengths as Orange Banner.



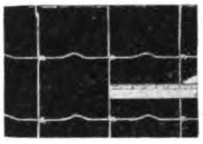
It's not by accident that there is more genuine American fence in use today than any other brand. Farmers know that American has got what it takes to stand the gaff. Every fence feature your farm trade wants. Made of the best materials by wire fence experts who've been making good fence for over 40 years. Every style, size, and gauge. Every roll guaranteed full weight, full gauge and full length. You can't handle a better, more profitable fence than American!



American zinc coating, smooth and even, resists attacks of weather.



Ordinary zinc coating rough, peels easily, exposing wire to damage of weather.



American stay wires guaranteed to be either 6 or 12 inches apart. Every roll strictly full length.



American Weather curves take care of expansion and contraction—keep fence taut and trim.

AMERICAN STEEL & WIRE COMPANY
208 South La Salle Street, Chicago, Illinois

TENNESSEE COAL, IRON AND R. R. COMPANY
Birmingham, Alabama

COLUMBIA STEEL COMPANY
San Francisco, California

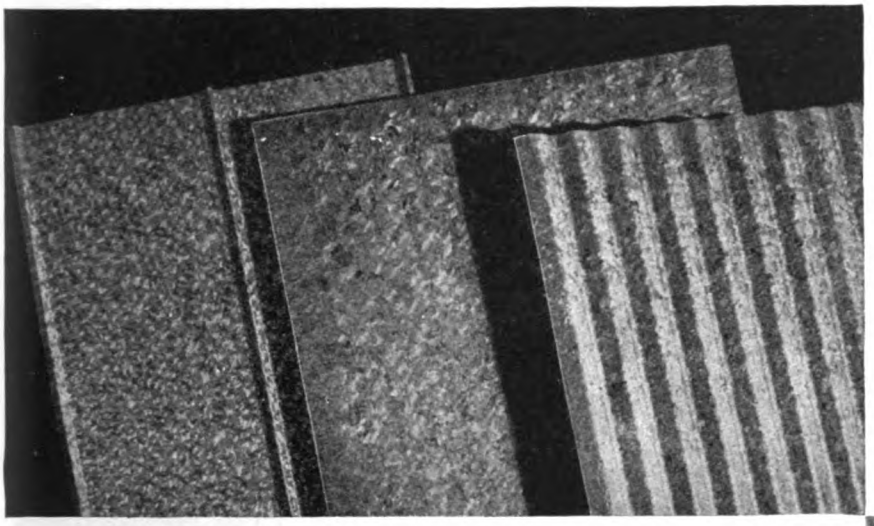
AMERICAN FENCE AND POSTS

Digitized by Google

UNITED STATES STEEL

SAVE TIME AND MONEY—ORDER IN MIXED CAR LOTS

. . . and as for STEEL SHEETS



There Are None Better, None More Profitable to Handle, Than These



● Steel sheets may *look* alike. But all steel sheets don't *wear* alike. You're sure you are giving your customers the best in sheet metal roofing and siding when you handle American, Tennessee, or Columbia sheets. These sheets are *full gauge,* with the full weight value that insures long life. All types—rust-resisting copper bearing, galvanized, black . . . plain, corrugated, or V-crimped. Write for prices and complete information.

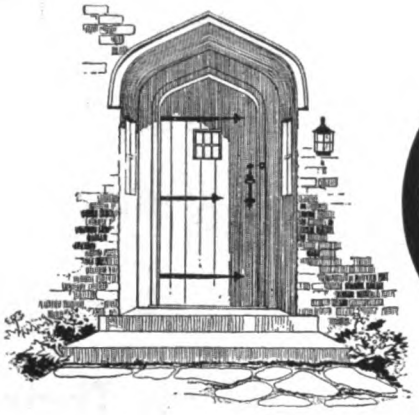
American Sheet and Tin Plate Co., Pittsburgh, Pa.
Tennessee Coal, Iron and R. R. Co., Birmingham, Ala.
Columbia Steel Company, San Francisco, California

There are none better than these brands

AMERICAN · TENNESSEE · COLUMBIA

Digitized by Google

FORGED IRON BY ★McKINNEY★



Forged iron makes the entrance



For home building and modernizing from coast to coast

McKinney Forged Iron ties-in with the present program of bringing personality and charm to interiors and exteriors. EIGHT popular designs provide handsomely for outfitting every room of the house — inside and out — from garage to mail box . . . and the prices are considerably lower.

With increased building activity on every side, Forged Iron is coming into its own—the market is ripe for picking NOW—

McKINNEY'S EIGHT PATTERNS will step-up your profits! All you need do is—put Forged Iron by McKinney in the limelight. Look over your samples today and if they need reconditioning, replacing—or if you require additional samples to complete the line—write us immediately.

McKINNEY MANUFACTURING COMPANY

Main Offices and Factory—PITTSBURGH

District Offices

NEW YORK CHICAGO SAN FRANCISCO



BEDFORD DESIGN

A New McKinney Pattern — simple — modern — effective.



CURLEY LOCK DESIGN

Simple beauty that befits colonial Architecture.



TULIP DESIGN

Charming and decorative for interior and exterior trim.



ALHAMBRA DESIGN

The leader of the distinguished McKinney Forged Iron Group.

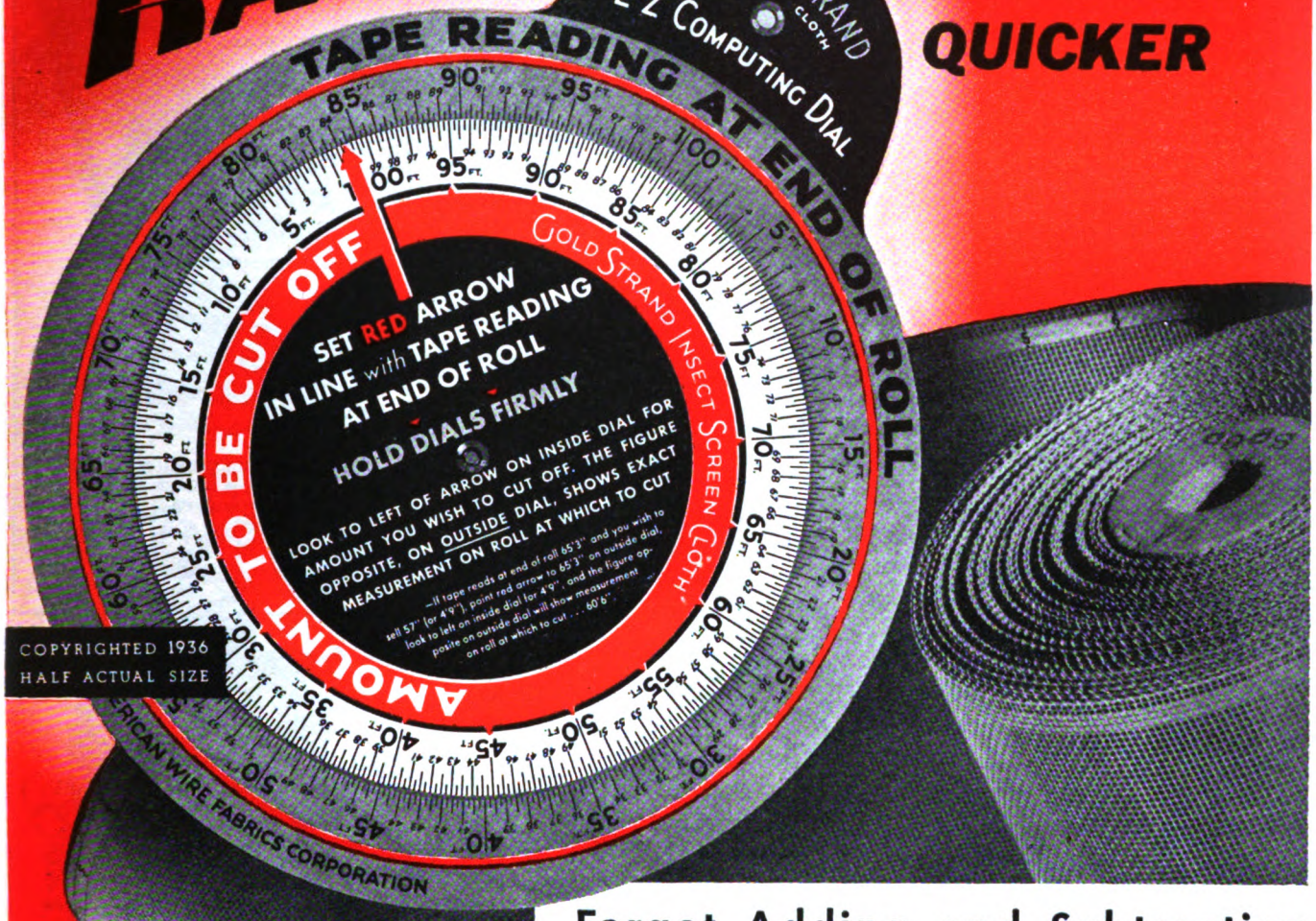
Digitized by Google

E·Z COMPUTING DIAL *for*

~~RAPID~~ *Screen Cloth Sales . . .*

EASIER — QUICKER

GOLD STRAND SCREEN CLOTH E-Z COMPUTING DIAL



Forget Adding and Subtracting

Sample Sale: Customer wants 4'9". Tape at end of roll reads 84' 6".

Here's all you do: Set red arrow at 84' 6" on outside dial. This shows that 4' 9" on inside dial is opposite 79' 9" on outside dial. That's where you cut the cloth.

You're right! There's no guess or gamble with Gold Strand, "The standard of screen cloth quality." All Gold Strand cloths conform to the exacting specifications of the U. S. Dept. of Commerce, Bureau of Standards (R112-31).

AMERICAN WIRE FABRICS CORPORATION
Subsidiary of
WICKWIRE SPENCER STEEL COMPANY
New York Chicago San Francisco

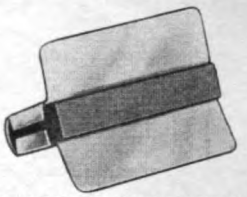
BE SURE TO GET GOLD STRAND INSECT SCREEN CLOTH NOW *from your jobber*

Digitized by Google





THE No. 45 ALOXITE BRAND SAFETY BLADE RAZOR HONE.

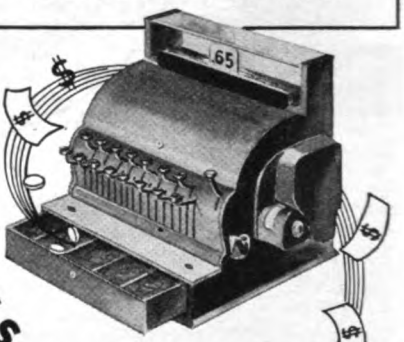


No. 9 SCISSORS SHARPENER.



THE No. 66 CARBORUNDUM BRAND HOUSEHOLD KITCHEN KNIFE SHARPENER.

(Carborundum and Aloxite are registered trade-marks of The Carborundum Company)



Let the Carborundum Band ring your cash register

• • • Stock the featured items shown at the right

COLUMBIA NETWORK, 7.30 o'clock E. S. T. every Saturday Night



THE CARBORUNDUM COMPANY, NIAGARA FALLS, N. Y.

Digitized by Google



TELLING THE STORY of THIS "ALL-AMERICAN" LINE to ALL AMERICA!

SELF SMOOTHING

Phone WESTERN UNION for NAME of NEAREST DEALER!

Kyanize

FLOOR ENAMEL

For smooth, colorful, waterproof floors. It applies easily. *Self smoothing.* Dries quickly. Withstands abuse on wood floors, cement or pattern-worn linoleum. Makes floors easy to clean. Popular colors.

Write Dept. 52, for booklet in natural colors, Free.

BOSTON VARNISH COMPANY, Everett Station, Boston, Mass.

Kyanize advertisements will appear in the above magazines.

Total Circulation: 12,915,565.

A complete coverage of the country's best-buying homes.

Sample advertisement in *Kyanize* 1936 series.

Bigger advertising — even better cooperation. New products. New sales plans.

You know the story of *Kyanize* success. This year promises even greater progress. So get in line . . if there's no *Kyanize* agent near you . . and be ready when the *Kyanize* campaign commences.

The coupon below brings you the whole story without any obligation. Fill in and mail it today.



Kyanize

SELF SMOOTHING *SWIFT SELLING*

PAINTS VARNISHES ENAMELS

SEND FOR DEALER AGENCY PROPOSITION

BOSTON VARNISH CO.
Everett Station, Boston, Mass.

Without obligation I'd like particulars on the money-making features of *Kyanize*.

*Name*_____

*Address*_____

Digitized by Google

"NEW CUTTING EDGES GO TO WORK AS OLD ONES WEAR DOWN"



NEW SELLING FEATURES START WORKING FOR YOU



Now you have something new to tell your file customers — an interesting fact which will sell more files for you, increase your sales and build confidence in your store as one which carries the most modern tools.

One of the most important points about the NEW Nicholson, Black Diamond and McCaffrey Files is the astonishing fact that new cutting edges go to work as old ones wear down.

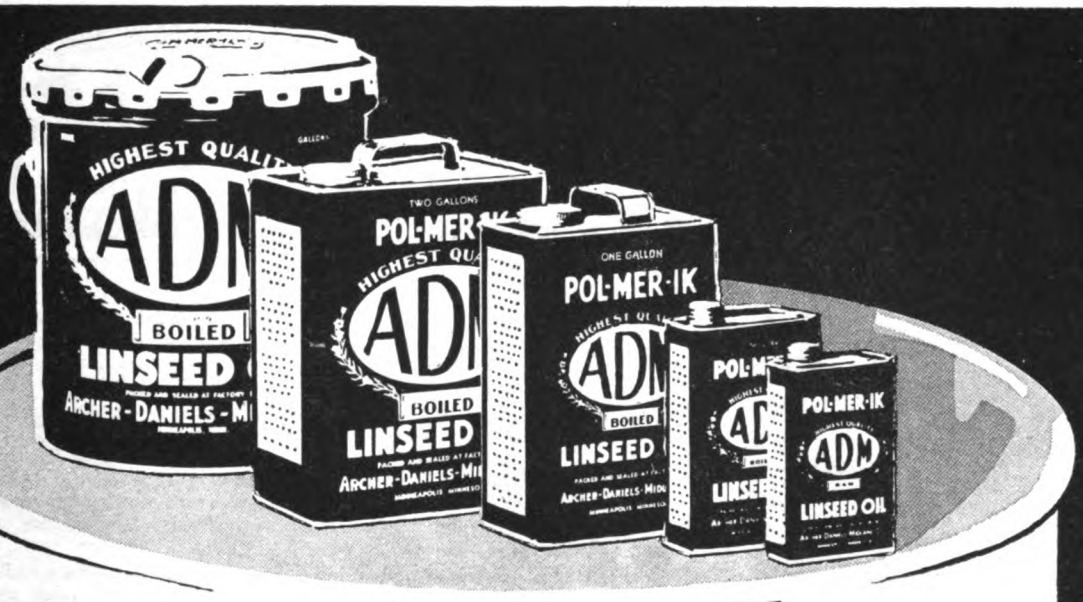
These reserve cutting edges give the NEW FILES far more than the usual filing life, greatly increased durability and naturally greater filing economy.

Tell your customers about this outstanding improvement. And be sure you have available a complete line of the brand you sell. Nicholson File Company, Providence, R. I., U. S. A.

At Your Hardware Wholesalers

A FILE FOR EVERY PURPOSE

Digitized by Google



Factory Sealed Cans of

POL·MER·IK LINSEED OIL

Have You Stocked Them Yet

POL-MER-IK has won its way into a national market overnight. The orders placed and the genuine interest of retailers and wholesalers, show conclusively that the trade is no longer satisfied with regular raw or boiled, but are demanding POL-MER-IK, the improved linseed oil that sells at no extra cost.

POL-MER-IK is a 100% pure linseed oil, 10% of which has been kettle cooked to a varnish body. Because of this kettle cooked oil POL-MER-IK imparts to paint better leveling, better gloss, harder finish and longer wearing.

Merchants welcome packaged merchandise—the guaranteed Purity of Factory Sealed cans. They like the varied sizes—pints, quarts, one and two gallon containers, and the five gallon drums. They like to display canned POL-MER-IK in the store along with their paints and other related merchandise.

Give your customers added value at no extra cost. Stock POL-MER-IK now. It will increase your sales and make more money for you. Write your nearest jobber, or write us.

ARCHER DANIELS MIDLAND COMPANY
MINNEAPOLIS, MINNESOTA

Digitized by Google

THE *EXTRA* PERFORMANCE YEARS MAKE A HIT WITH MYERS USERS

"Plus Values in Extra Service Years"—price is important but profits depend on quality and performance both of which are convincingly important right now when you are considering a line of water systems for the important Spring Selling Season now so close at hand.

Now is the time to give Myers Water Systems an opportunity to stimulate your water system sales and profits during the months to come. Competition, certainly. You will have it on many fronts but you can face it successfully without fear or favor with Myers powerful selling advantages that mean so much to you and even more to your customers who continue to depend on you to supply them with the best the market affords at prices they can now well afford to pay.

Be a leader. Sell Myers precision built Water Systems—the world's finest and most complete line with extra service years built into every style and size—and profit accordingly.

Write or wire for catalog and full particulars.

F. E. MYERS & BRO. CO. ASHLAND, OHIO

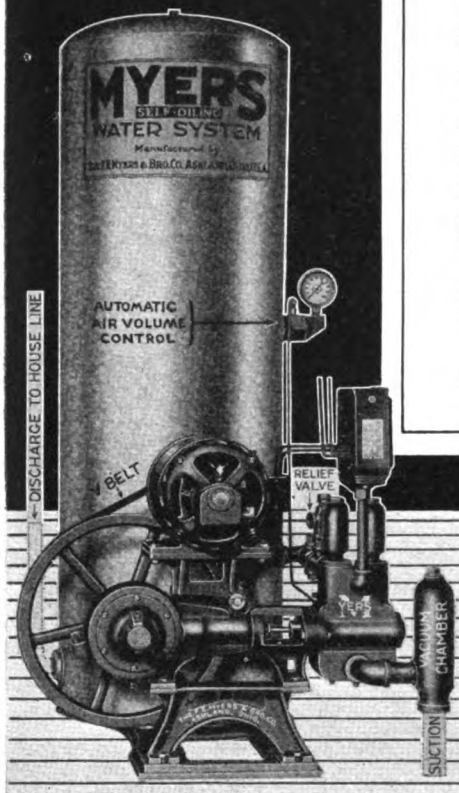


FIG. 2510

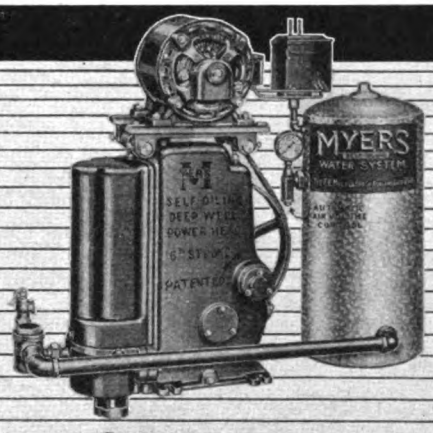


FIG. 2741

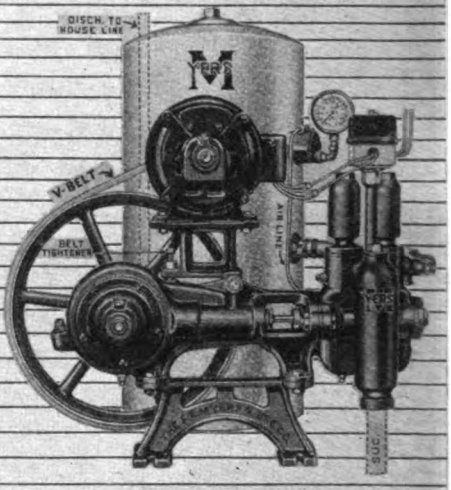


FIG. 2739

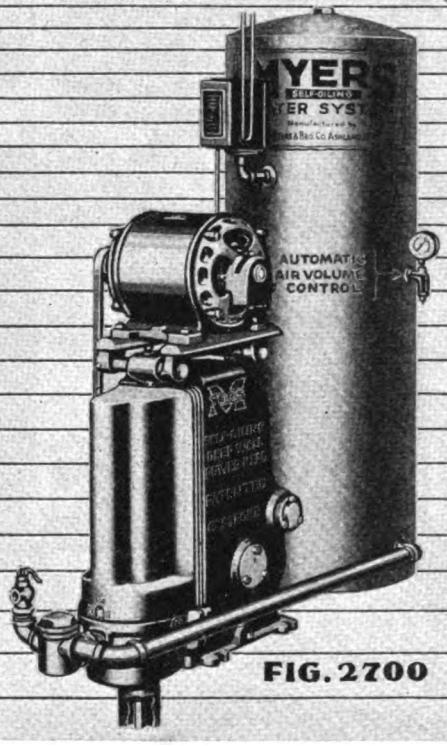


FIG. 2700



FIG. 2631

Take Off Your Hat To The MYERS
PUMPS · WATER SYSTEMS · HAY TOOLS · DOOR HANGERS

PUMPS—WATER SYSTEMS—HAY TOOLS—DOOR HANGERS

Digitized by Google

REMINGTON ANNOUNCES the "MASTER" RIFLES

"TARGETMASTER" "SPORTMASTER"
"SPEEDMASTER" "GAMEMASTER"
(TRADE MARKS)

THE "GAMEMASTER"

141A Standard Grade, slide action, take down, hammerless, solid
ch, 24" barrel, American walnut stock and fore-end, half pistol
shotgun style steel butt plate, semi-beaver tail fore-end,
adjustable Buckhorn rear sight, white metal bead front
t mounted on matted ramp, integral with barrel.
azine holds five cartridges which with one in
hamber gives a capacity of six shots. Cross
safety. Length over-all 42¾". Length
n down 29½". Weight about 7¾ lbs.



THE "SPEEDMASTER"

No. 241A "Standard" Grade, hammerless, take-down
solid breech; 24" round tapered barrel. Full sized half pis
tol grip and semi-beavertail fore-end of American walnu
Shotgun style checkered steel butt plate. Chambered for .2
Short only or .22 Long Rifle cartridge only, Hi-Speed and Regu
lar. (When ordering mention cartridge wanted.) .22 Short magazin
holds 15 cartridges. .22 Long Rifle magazine holds 10 cartridge
Step adjustable sporting rear sight. White metal bead front sight. Lengt
over all 41½". Length taken down 24". Weight about 6 pounds.

This rifle is well suited for use with the Lyman Expert No. 422 4-power tel
scope which has micrometer click adjustments for windage and elevation. Doe
not interfere with use of open or peep sights. Rifles ordered with telescopes wi
be tapped and drilled for the scope.

Digitized by Google

NEW "MASTER" FEATURES, NEW FIRMLY ESTABLISH LEADE



The "TARGETMASTER"

With this new, man-sized .22 rifle you can offer more gun for the money than your customers have ever seen. For .22 Short, Long and Long Rifle Cartridges.

MORE ACCURATE. Adjustable rear peep and hooded front sight, interchangeable discs with eight sighting combinations. Specially rifled barrel. Correctly designed pistol grip and semi-beavertail fore-end of American walnut.

MORE SAFETY. Automatic rebounding lock prevents discharge if firing pin is accidentally hit. Handles *safely* regular or Hi-speed cartridges. Bolt must be cocked for each shot (a splendid feature to show parents). Front end of bolt *locks* under frame. Loaded cartridge may be removed *without* letting firing pin down. Safety obstructs line of fire when "on".

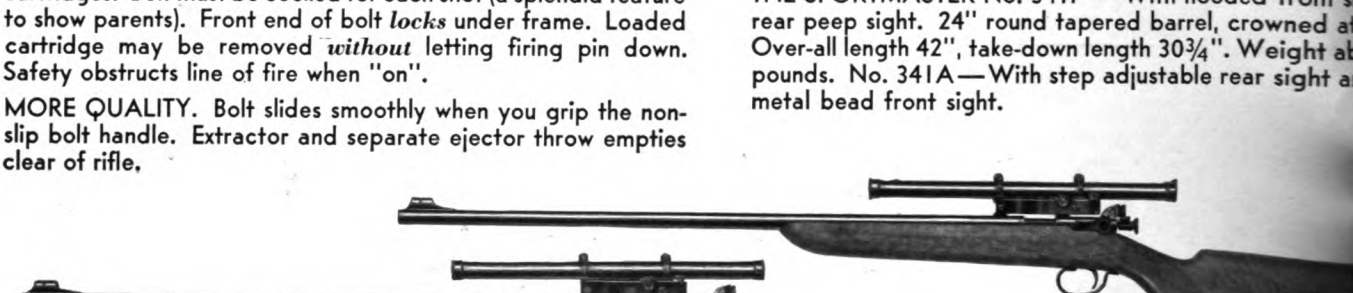
MORE QUALITY. Bolt slides smoothly when you grip the non-slip bolt handle. Extractor and separate ejector throw empties clear of rifle.

THE "TARGETMASTER" No. 41P—With hooded fro and rear peep sight. 27" round tapered barrel, over-a 44", take-down length 32¼". Weight about 5⅓ poun 41A — With step adjustable rear sight and white met front sight.

The "SPORTMASTER"

A bolt-action .22 repeater of superior quality at a lo Handles all types of .22's without adjustment. Exceptiona magazine capacity. Smooth, fast action. A splendidly d arm that will appeal to small game and pest shooters.

THE"SPORTMASTER"No. 341P — With hooded front s rear peep sight. 24" round tapered barrel, crowned at Over-all length 42", take-down length 30¾". Weight ab pounds. No. 341A—With step adjustable rear sight a metal bead front sight.

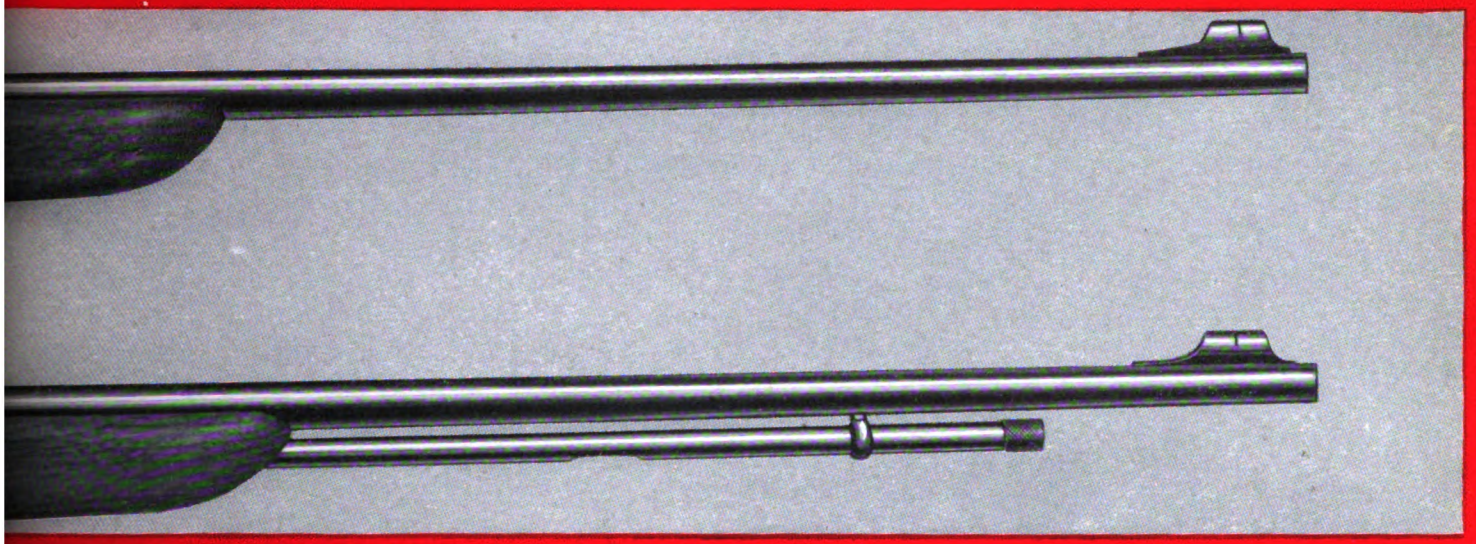


"SPORTMASTER" WITH TELESCOPE

"TARGETMASTER WITH TELESCOP

These rifles are well suited for use with the Lyman Expert No. 422 4-power telescope which has genuine Bausch lenses and micrometer click adjustments for windage and elevation. Does not interfere with use of open or peep Rifles ordered with telescope will be drilled and tapped for the scope which is then easily attached by means of two

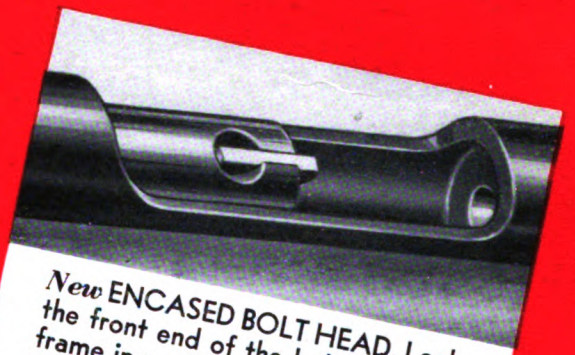
ES *plus* "OUTSTANDING QUALITY" FOR REMINGTON DEALERS





New PEEP SIGHT. Adjustable for windage and elevation. Supplied with two interchangeable discs with different sized apertures.

New REMINGTON BOLT HANDLE. Scientifically shaped to permit a firm grip for quick, smooth operation. Permanently fastened to bolt.



New ENCASED BOLT HEAD. Locks the front end of the bolt under the frame in perfect alignment with the chamber. Insures greatest accuracy and *extreme strength.*



New HOODED FRONT SIGHT. Supplied with four quickly interchangeable discs. Since two discs are supplied with the rear peep sight, this gives *eight* sighting combinations.





New SEMI-BEAVERTAIL FORE-END. Long, full, well-rounded to aid steady holding. Stock and fore-end of genuine American walnut, rich satin finish.

Digitized by Google

REMINGTON ANNOUNCES

KLEANKOTE

REG. U.S. PAT. OFF.

A *NEW* MEMBER OF THE KLEANBORE FAMILY

REG. U.S. PAT. OFF.





KLEANBORE KLEANKOTE is for the shooter who prefers a clean .22 cartridge. It's *doubly clean* . . . clean in the hand, clean in the gun!

KLEANKOTE—has a new transparent, dry lubricant—a *real* lubricant—applied to the bullet by a special patented formula exclusively Remington.

KLEANKOTE—is clean to handle whether carried loosely in the hands or in the pocket. Its lubricant positively will not rub off or soil.

KLEANKOTE—lubricant will not melt or run even under the extreme heat of the tropics. Neither will it cake or gum in the sub-zero weather of the Arctic.

KLEANKOTE—has the famous KLEANBORE feature that gives a gun absolute protection from rust and corrosion.

The world famous line of KLEANBORE and PALMA MATCH lead lubricated cartridges whose performance has never been exceeded on the range or in the field will be continued.

KLEANBORE KLEANKOTE ammunition costs no more. Remington is backing it with energetic advertising in the sporting, farm and trade journals. Order now your supply of Remington—the ammunition that will dominate the 1936 market. Remington Arms Company, Inc., Bridgeport, Conn.

Remington

DU PONT

KLEANBORE KLEANKOTE .22's are made in Short, Long, Long Rifle—regular and Hi-Speed solid and hollow-point bullets. Also C.B. caps and .22 extra long with solid bullets.

Digitized by Google

3 famous BRANDS



Consistently improved instead of cheapened. All 3 have a strong cotton cord carcass. All three known by names recognized everywhere.

BULL DOG CORD — 2-braid. The leading brand of high quality garden hose. Attractive wide corrugations. Distinctive chocolate brown color. For discriminating home owners, estates, parks, contractors, country clubs.

VIGILANT — 2-braid. Our largest selling brand of 2-braid garden hose. High enough in quality to be considered a strictly high grade hose, yet low enough in price to command a large volume of sales and repeats.

VIXEN — 1-braid. Built to supply the demand for a popular priced hose that will give satisfactory service.



Don't overlook THIS ONE!

The new *Tiger!* Astonishing value. *A low price* hose that you can sell on a *quality* basis. Enables you to meet all low-priced competition. Built with cotton cord carcass, well braided, with fine ribbed corrugations.



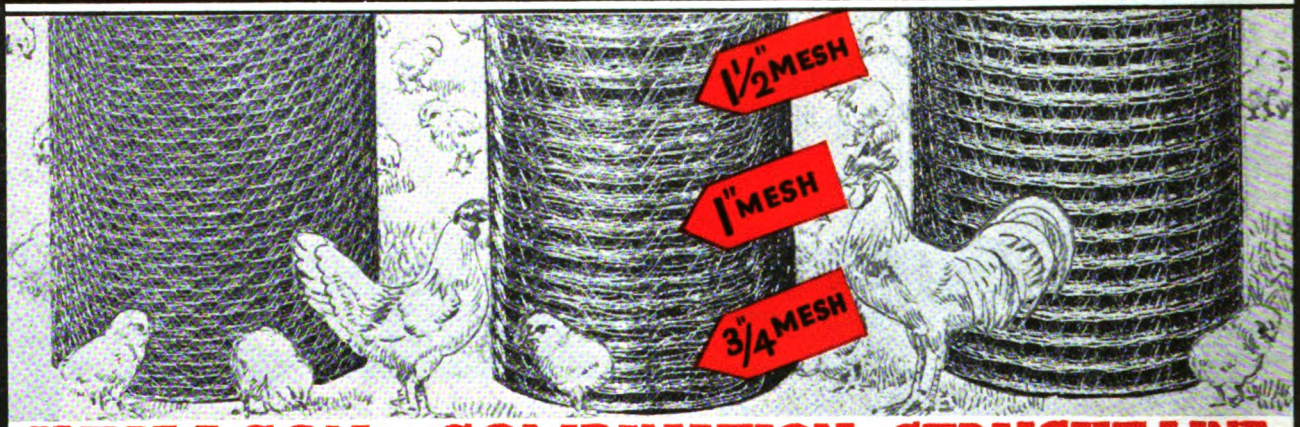
***The* BOSTON NOZZLE.** Most imitated nozzle made. Never equalled in quality. Fastest seller. Simply and *heavily* constructed. Gives a perfect spray.

BOSTON WOVEN HOSE & RUBBER CO., BOSTON, MASS.

Digitized by Google



STERLING POULTRY-NETTING



HEXAGON COMBINATION STRAIGHT-LINE

3 DISTINCTIVE TYPES of Quality Poultry Netting . . . with unequalled features that will gain an immediate preference . . . capitalize upon the popularity of Sterling Poultry Nettings . . . and watch your sales and profits grow!

Made in all standard widths; 1 in. and 2 in. mesh; galvanized before or after weaving.

See Your Jobber or Write Direct to Dept. 10

NORTHWESTERN BARB WIRE CO. STERLING FENCE GOOD THRU AND THRU STERLING, ILL.

NORTHWESTERN BARB WIRE COMPANY

STERLING *Since 1879* ILLINOIS

Digitized by Google

REEVES

FOR YOUR PROTECTION
PACKAGES CARRY THIS REGISTERED TRADE-MARK

"Snaplok"

PATENT NUMBERS
1,900,749...1,900,750 AND RE. 18,444

THE *ONE* PIPE THAT CAN BE PUT TOGETHER WITHOUT BLOODSHED



THE NESTED STOVE PIPE THAT IS SO EASY TO ASSEMBLE

"WHAT MOST EVERYONE DEMANDS MUST HAVE *REAL* MERIT"

This pipe is put together by simply inserting **tongue on one edge into fold on opposite edge and pressing together until it snaps—the pipe is** then ready for use.

Outside surface is perfectly smooth—no folds, **slots, grooves, notches,** lugs or buttons on outside of pipe.

The "Special Blue" and "Polished Blue" sheets **from which this pipe is made, are rolled in our own mills, guaranteeing an even colored smooth finished sheet—much superior in finish and quality to the product offered by most other makers.**

ALL SIZES
ALL GAUGES
BLUE
POLISHED
GALVANIZED

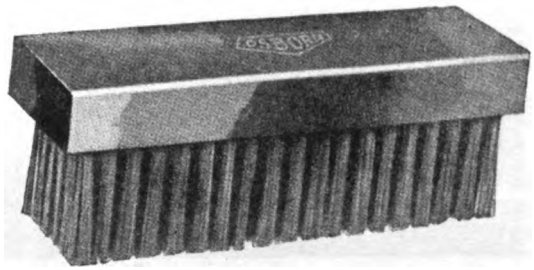
ASK YOUR JOBBER

The Reeves Manufacturing Co.

Largest Makers of Pipe and Elbows in the World

DOVER, OHIO, U. S. A.

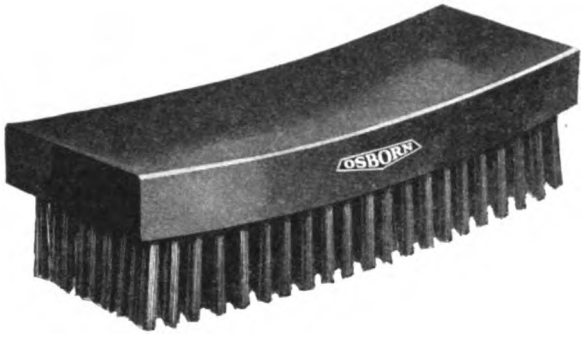
Digitized by Google



No. 1780
Osborn
Wire Scratch
Brush

OSBORN

STIMULATE YOUR COUNTER SALES



No. 1779
Osborn
Wire Scratch
Brush

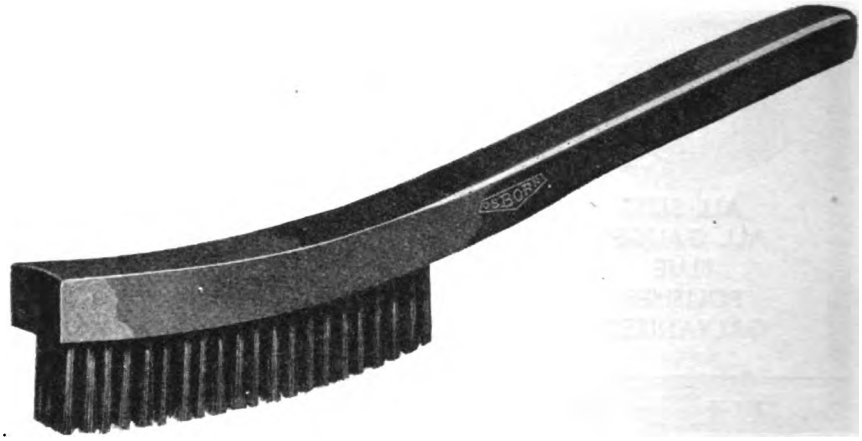
WITH OSBORN WIRE SCRATCH BRUSHES

No. 1781
Osborn
Wire Scratch
Brush



AND INCREASE YOUR BRUSH PROFITS!

No. 1777
Osborn
Wire Scratch
Brush



THE OSBORN MANUFACTURING COMPANY, 5401 HAMILTON AVE., CLEVELAND, OHIO

Digitized by Google



"I WANT DOUBLE PROTECTION GIVE ME RED EDGE SCREEN CLOTH

Your customers buy screen cloth for Protection. Small insects must be kept out. Screen that is imperfect, or doesn't wear, fails to give that protection. Then the customer blames not only the screen but the man who sold it to him.

If you want only satisfied customers—sell only Red Edge Screen Cloth. Because only Red Edge insures *double protection.*

The red enamel edge effectively retards rusting—at the point where moisture collects—under the nailing strip. The red enamel edge guards against wires pulling out along the selvage—and it reinforces the firm heavy body of the screen at the same time.

Red Edge quality, of course, only *begins* with the red edge. High grade wire, of open hearth steel or commercial bronze (90% copper, 10% zinc)... better weaving...better finishing...uniform mesh ...eagle-eyed inspection—every step in fabricating Red Edge Screen Cloth takes place in the Reynolds factory, under the Reynolds scientific system of precision process control.

And the red edge . . . the symbol of quality . . . *positively identifies* both the screen cloth and the dealer who sells it. That means quicker sales, repeat business and more profits for You. *Write for sales helps and prices.*

SOLD TO AND DISTRIBUTED BY RECOGNIZED JOBBERS ONLY

REYNOLDS WIRE CO.
DIXON • ILLINOIS

Digitized by Google

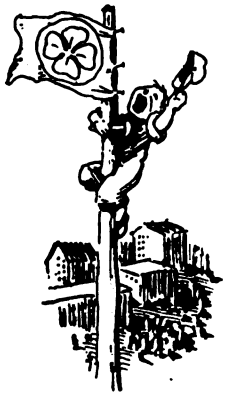
ALWAYS AT THE TOP

By E. B. GALLAHER
Editor, Clover Business Service
Treasurer, Clover Mfg. Co.

IN EVERY INDEPENDENTLY-OPERATED TEST where Clover Color-Stripe Coated Abrasives have been compared with the best available competitive goods, they have never failed of acceptance, because they have always reached the highest standard.

It is for this reason that Clover Abrasive Papers and Cloths are found in many of our most important industrial plants, where only the proven best can gain entrance.

We have made Coated Abrasives since 1925—employed nothing but the very highest quality materials and the most skillful talent in their production from the very first—preferred to operate in the red for several years rather than to sacrifice quality.



In recent years, we have operated on a profitable basis, and the quality of our product has increased each year with the state of the Art. **There is nothing better to be had than Clover Color-Stripe Coated Abrasives—we can prove it.**

The Jobber, to gain his share of this 10-million-dollar Coated Abrasives business, must have **quality**—he must be able to compete with anyone, both in quality and in price. He must have a reliable source of supply—backed by ample plant capacity; amply financed. His source of supply must work with him.

We are prepared to supply all these elements of success to any Jobber who seeks a highly-profitable share of this great 10-million-dollar volume.

May we not show you what we have to offer?

Gallaher

CLOVER MANUFACTURING COMPANY
NORWALK, CONN., U. S. A.

SANDPAPERS
METAL-WORKING PAPERS AND CLOTHS
WOOD-WORKING PAPERS AND CLOTHS

CLOVER GRINDING AND LAPPING COMPOUNDS

E. B. GALLAHER:
Clover Mfg. Co., Norwalk, Conn.
You may send me, without obligation, samples of:

- | Green Stripe Flint Sandpaper.
- | Red-Stripe Turkish Emery Cloth.
- | Yellow-Stripe Aluminous Oxide Metal-Working Cloth.
- | Yellow-Stripe Aluminous Oxide Wood-Working Cloth.
- | Yellow-Stripe Aluminous Oxide Wood-Working Paper.
- | Orange-Stripe Garnet Paper.
- | Orange-Stripe Garnet Cloth.
- | Clover Grease-Mixed Grinding Compound.
- | Clover Water-Mixed Valve-Grinding Compound.

Name

Address

Character of Business

Digitized by Google

Sell "Pennvernon"...not just "window glass"



WELL PACKED FOR A JOURNEY is Pennvernon Window Glass before it is shipped! This Pennvernon Craftsman places the glass, with paper between the lights, in a corrugated carton . . . asphalt-lined, moisture-proof. Then the carton slides easily into the specially designed wood crate. Thus Pennvernon travels more securely, is easier and safer to handle.

Our new booklet, called "The Making of a Leader", describes in dramatic pictures the manufacture of Pennvernon Window Glass. To get your free copy of this interesting book, sign and mail this coupon to

PITTSBURGH
PLATE GLASS COMPANY
2185 Grant Building, Pittsburgh, Pa.

Name_____

Address_____

City_____ State_____

Listen to the Music You Love played on the air by the Pittsburgh Symphony Orchestra. Watch your local papers for announcement of first program.

Digitized by Google

Farmers' 1935 Spendable Income Best in 6 Years
··1936 Even Bigger··





FOR 1935 — $3,700,000,000.00 is the estimated total for Farmers' *spendable* income — it's sure to be still larger in 1936! What share of this will you get? The MID-STATES 1936 Sales Plan helps you sell the farmer—helps you swing a greater share of his business your way.

Don't wait — start now with a systematic merchandising program that will make your *income go up* in 1936. The MID-STATES Plan is the answer—it's **inexpensive to operate — and *it works!***

Manufacturers of—Field, Poultry, Industrial Fence, Barbed Wire, Steel Posts, Nails, Bale Ties, Fence Stays, Staples, Steel, and Wood Gates, Ornamental Fabric and Gates, Sheet Metal Products.

BEN HUR
WRAP STAY

"Galvannealed" — Copper-Bearing. Famed for its durable sturdiness. Backed by years of fence line satisfaction.

S T A R
STIFF STAY

"Galvannealed" — Copper-Bearing. Lasts years longer. Costs no more than any other standard brand.

A D R I A N
STIFF STAY

"Galvannealed" — Copper-Bearing. The fence that stands up and gives dependable, hog-tight service years after ordinary galvanized is down. Reputation makes ADRIAN a big seller.

("Galvannealed" wire produced under Keystone license)

MID-STATES STEEL & WIRE CO.

Dept. M-24 **CRAWFORDSVILLE, INDIANA**

Digitized by Google





GREATER POPULARITY

for BUCKHORN RIFLES

in 1936

IN 1936 the famous line of Stevens Buckhorn .22 Rifles will sell in greater volume for you than ever before.

The first of many events which will increase interest in these attractive rifles is the showing of Frank Buck's new movie—"Fang and Claw". To all dealers who wish to take advantage of the publicity of this thrilling picture, when shown locally, window cards, circulars, and newspaper mats featuring Frank Buck will be furnished on request.

Stevens National Advertising will continue to increase the popularity of the Stevens Buckhorn Line.

The features of these rifles which earned Frank Buck's endorsement, and proved so attractive to customers everywhere, will continue to make sales *easy* in the store.

Distinctive black tip—9-in-one sights—famous Stevens accuracy—dependable Stevens Quality.

J. STEVENS ARMS COMPANY

Dept. L-11

Division of Savage Arms Corporation

CHICOPEE FALLS MASS.

STEVENS

Digitized by Google

FOR YOU

DISSTON TURNS COMPASS SAWS INTO

HERE Disston works out another Better-Value, Popular-Priced, Quick-Sale, Saw Display Stock for you! Almost every tool user needs new Compass Saws or Blades. Needs to be REMINDED of it—and the big values you can give him! That, exactly, is the job this Disston New No. 236 Unit will do for you—with the man passing your windows . . . with the customer at your counter! Here you get *KEYSTONE—Made By Disston* sales punch. You get quality and price to meet competition. You get the compass-saw sales and make a business-like margin.

What you get, your cost and YOUR MARGIN

Number	Quantity	Consumer Value	Your Cost
¼ Doz. K-302 12" Compass Saws	3 @ 49¢ ea.	$1.47	
¼ Doz. K-302 14" Compass Saws	3 @ 54¢ ea.	1.62	
¼ Doz. K-304 12" Compass Saws	3 @ 49¢ ea.	1.47	
¼ Doz. K-304 14" Compass Saws	3 @ 54¢ ea.	1.62	
½ Doz. K-304 12" Compass Saw Blades	6 @ 22¢ ea.	1.32	
½ Doz. K-304 14" Compass Saw Blades	6 @ 24¢ ea.	1.44	
½ Doz. 402 12" Compass Saws	6 @ 33¢ ea.	1.98	
½ Doz. 402 14" Compass Saws	6 @ 33¢ ea.	1.98	
⅛ Doz. K-300 Nest of Saws	2 @ 1.25 ea.	2.50	
⅛ Doz. 400 Nest of Saws	2 @ 66¢ ea.	1.32	
Totals		$16.72	$11.20

Your Margin $5.52

Shipping Weight Complete Unit, Approximately 25 lbs.

THIS DISPLAY is an attractive lith graph in yellow and black. It is made ext heavy, scored for center panel and two sid panels, and equipped with easel for standing i window, on counter or floor.

It carries one each of the ten items of this Unit. To each saw is attached a consumer price tag—keystone shape, printed in yellow and black on the Keystone Saws; diamond shape in green and white on the Quaker City Saws.

Display with saws mounted, packed in a specially designed container. Additional saws making up the Unit are packed in three boxes. The display container and three boxes of saws are, in turn, packed in a shipping container.

HENRY DISSTON & SONS, Inc.
PHILADELPHIA, U. S. A.

ORDER FROM YOUR JOBBER. USE CORNER COUPON FOR RUSH DELIVERY

KEYSTONE AND QUAKER CITY

Digitized by Google

SALES & PROFITS



NO. 236 COMPASS AND NEST SAW UNIT

CLIP AND MAIL THIS COUPON

To
Henr
Disston
Sons, Inc
Phila., U.S.A
Deliver Compas
Saw Unit No. 23

Name----------

Address----------

Your Jobber----------

Digitized by Google

There's profit in using GRASSELLI'S



point-of-sale advertising

GRASSELLI DEALER HELPS

will help turn your stock of insecticides more rapidly . . .

• In stocking and handling the *Grasselli* line of spray and dust materials, you are offering your trade an established brand that is well and favorably known among orchardists, gardeners, potato growers, vegetable growers from East to West and North to South.

Leading national, sectional and state horticultural and farmers' magazines, as well as a large number of local newspapers, are carrying messages concerning the superior merits and results-getting qualities of *Grasselli Spray Products.*

To tie in with this national advertising program, we offer to supply our dealers with Dealer Helps, in the form of descriptive folders, spray charts, counter cards, attractive signs, window streamers, electros, etc. These dealer helps are conveniently packed in what we term "Advertising Units."

By handing out this literature to consumers of insecticides and fungicides in your locality and also by putting up display signs, counter cards and window streamers prominently in your place of business, you will be advertising your stock—without cost and right at the point of sale. Write for full information.

THE GRASSELLI CHEMICAL CO., INC.
Founded 1839
CLEVELAND, OHIO



GRASSELLI

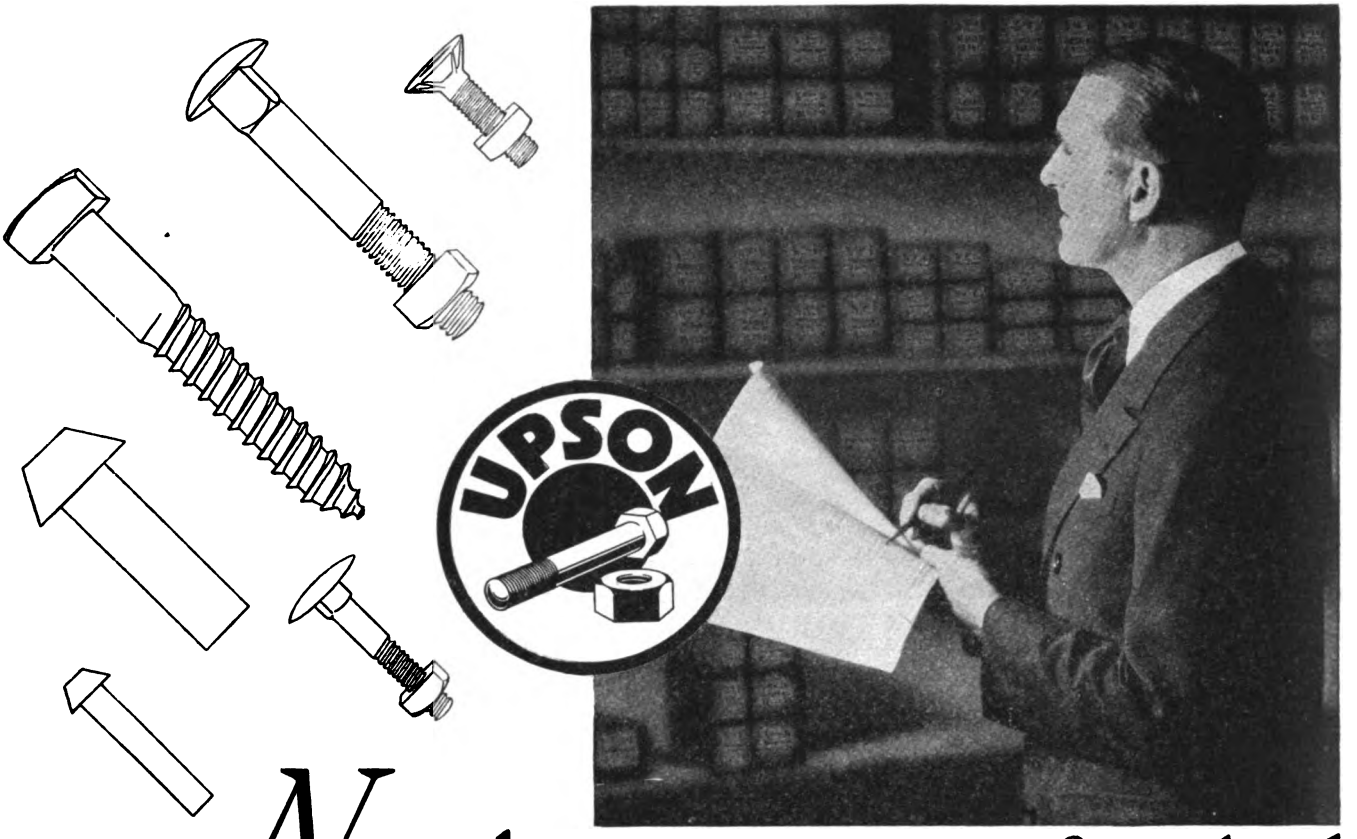
SPRAY AND DUST PRODUCTS

Arsenate of Lead
Bordeaux Mixture
Calcium Arsenate
Dry Lime Sulphur
Dutox*
Lime Sulphur Solution
Loro*
Manganar*
NuRexform*
Paradichlorobenzine
Sulphate of Nicotine
Sulforon*
Zinc Sulphate
and many others

(* *Trade Mark Reg.*)

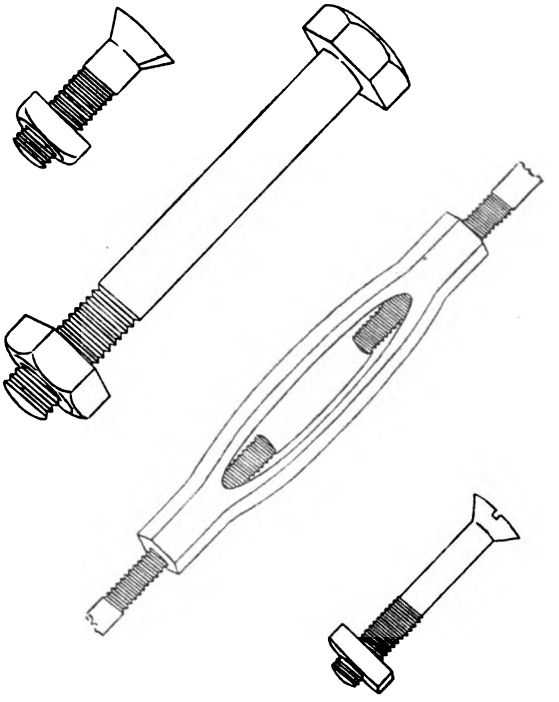
Made by a Firm with 97 Years of Chemical Experience

Digitized by Google



Now that inventory's finished it's time we made up an order for *Upson*

It's going to be a good order, too, because Upson makes the most complete line of headed and threaded products of any manufacturer in the country.



UPSON NUT DIVISION

Republic Steel

CORPORATION

GENERAL OFFICES · · · CLEVELAND, OHIO

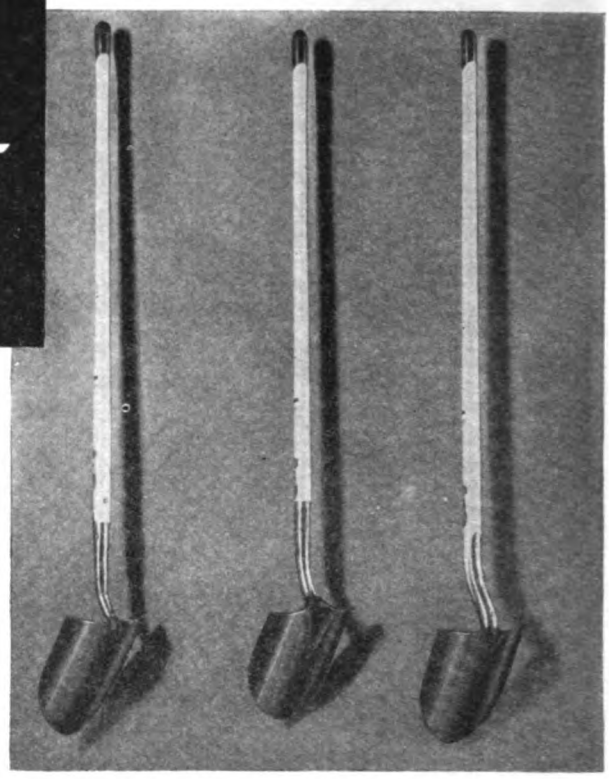
REPUBLIC STEEL

When writing Republic Steel Corporation (or Steel & Tubes, Inc.) for further information, please address Department HA

Digitized by Google

GREATEST SHOVEL *improvement in a decade!*

"A Borg-Warner Product"



Ingersoll Shovels now embody an extra value which surely must challenge your interest. This great improvement is in the steel, which goes into the blades, and therefore, is quickly evident in the hands of the user. We call this new steel development—

TEM-CROSS Trade Mark
INGERSOLL PROCESS STEEL

Its outstanding characteristic is an interlocking mesh-grain structure, which makes splitting almost impossible. It is also surprisingly tough, light in weight, free-scouring and holds its cutting edge unusually well.

With all these extra advantages, you will find Ingersoll Shovel prices competitive with other shovels of similar types and grades. Your customers get these added values, without any added cost.

Send for new Ingersoll Shovel Catalog. Distributors are finding the Ingersoll Sales Franchise is increasingly valuable.

Write for further information.

Address Dept. HA

INGERSOLL STEEL & DISC CO.

Division of Borg-Warner Corporation

New Castle, Indiana

New York Representatives: Dunn & Bryan, 44 Murray St., New York, N. Y.
New England Representative: Walter H. Jenks, 110 State St., 504, Boston, Mass.
Midwestern Representative: C. E. Bullock, Box 9, Morrison, Ill.
Southern Representative: G. M. Baird & Co., 564 Randolph Bldg., Memphis, Tenn.
Pacific Coast Representative: John F. Kegley & Son, 737 Terminal St., Los Angeles, Calif.

Ingersoll Shovels

are available in all types and grades for every purpose, and in a price range to meet all competition. Round or square point, black or polished finishes. (The Alloy, A and B grades, heat-treated).

YOU'LL FIND THEM "On the Job" Everywhere

INGERSOLL *Shovels*

"THE INDEPENDENT LINE"

Digitized by Google

SUN RAY

—the Name that Means Quality and Economy to YOUR Customers

QUALITY, plus economy—that's the winning combination—and SUN RAY Steel Wool has a nation-wide reputation for both.

SUN RAY is the line for *you* if you want bigger steel wool sales in 1936. It's a *complete* line, including steel wool for every purpose. And it's nationally advertised year after year. SUN RAY is *the big name* in steel wool, known in every community to painters, decorators and contractors — woodworkers and metalworkers—industrial users—and the big home market.

Stock the SUN RAY products shown on this page. All of them will be included in Sun Ray advertising in The Saturday Evening Post, starting next month. Order now—from your jobber.

THE WILLIAMS CO.
London, Ohio



SUN RAY Pound Package

Specify SUN RAY for ALL Your Steel Wool Needs

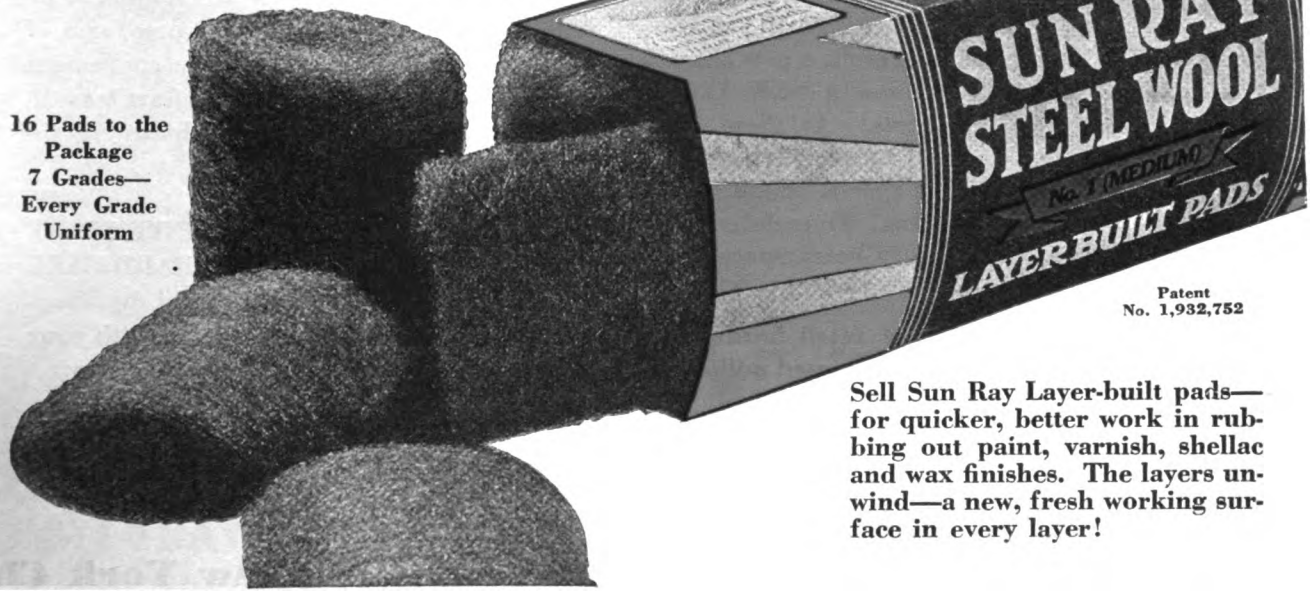


Patent No. 1,988,335

SUN RAY
Floor Machine Wooler for cleaning and polishing floors



JEX
the popular seller for household use.



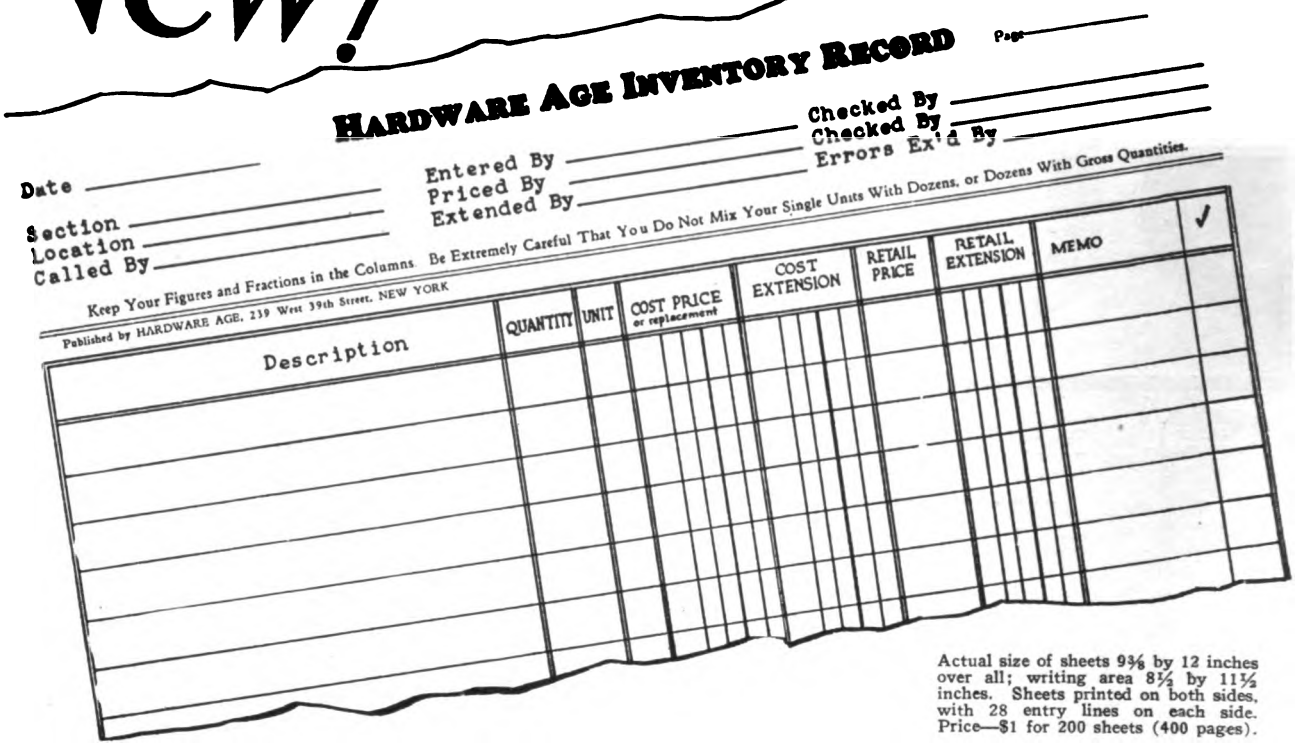
16 Pads to the Package
7 Grades—Every Grade Uniform

Patent No. 1,932,752

Sell Sun Ray Layer-built pads—for quicker, better work in rubbing out paint, varnish, shellac and wax finishes. The layers unwind—a new, fresh working surface in every layer!

Digitized by Google

New!



Actual size of sheets 9⅜ by 12 inches over all; writing area 8½ by 11½ inches. Sheets printed on both sides, with 28 entry lines on each side. Price—$1 for 200 sheets (400 pages).

YOU *Can Simplify Your Stock Taking with this* NEW *and* CONDENSED HARDWARE AGE INVENTORY FORM

WE asked 1000 leading retail hardware merchants to help us design this new HARDWARE AGE INVENTORY RECORD SHEET. Here is the result, a new sheet, a new size, a new form and a NEW LOW PRICE—$1 for 200 sheets. As these are printed on both sides, this means $1 for 400 pages of inventory record sheets. Each page takes 28 items, one to a line. Your dollar investment provides inventory entry space for 1,200 items.

In the past thousands of retail hardware merchants and wholesalers have used millions of the HARDWARE AGE INVENTORY SHEETS, because they were simple, convenient and handy to use. The new form of sheet is even more simple, more convenient and easier to use. Our entire effort was directed toward making annual hardware inventories an easier job.

The new HARDWARE AGE INVENTORY SHEETS will fit the standard HARDWARE AGE INVENTORY BINDER used by thousands of dealers. Send your dollar with your order for 200 of new inventory sheets to

HARDWARE AGE

239 West 39th Street **New York City**

Digitized by Google



New DEMAND for Lawn and Garden FENCE



● The American Home is coming back! Lawn and garden contests gain momentum each year. Proud owners want to protect flowers and grass from playful feet and short-cut paths. Maybe they don't realize—but you can tell them—that they want fence. Wake up this market for ORNAMENTAL LAWN AND GARDEN FENCE, flower bed borders and trellis—display them—talk them—feature them in your local advertising.

Show them Continental, the lawn fence that protects without offending; that you can sell at a fair price and make a fair profit to yourself. Show them how the Flame-Sealed process adds years more of fence life before ugly rust appears; how the carefully tempered, copper-bearing, open-hearth steel wire has exceptional strength that makes the fence hold its shape better and longer.

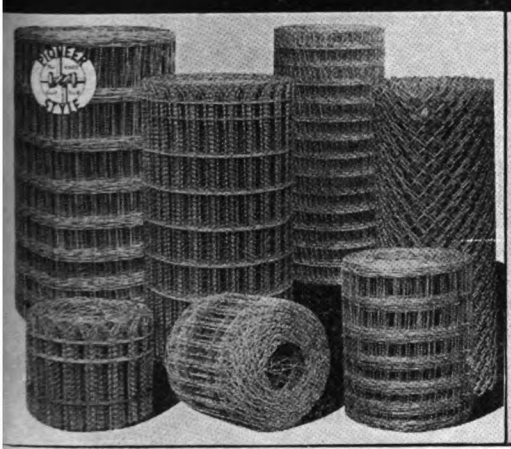
CONTINENTAL STEEL CORPORATION

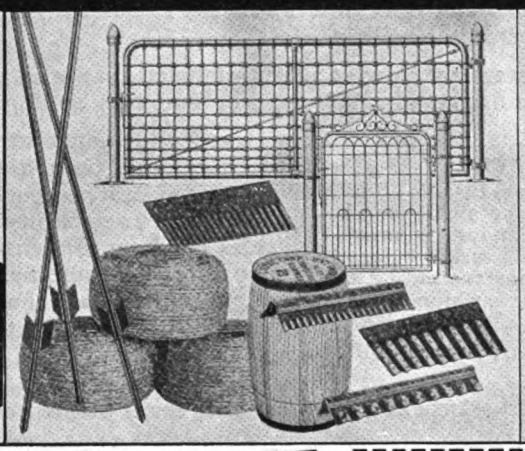
General Offices: Kokomo, Indiana. Plants at Canton, Kokomo, Indianapolis

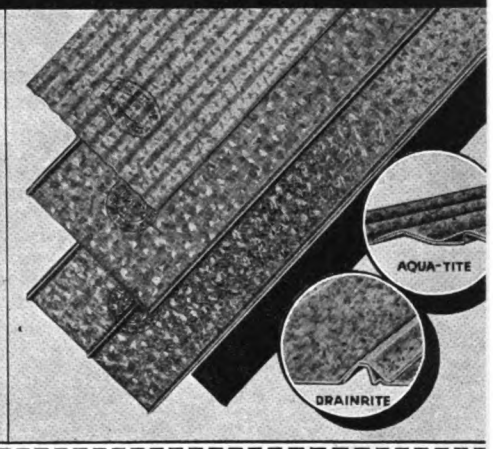
★ CONTINENTAL Flame Sealed FENCE ★

A roaring vortex of gas flames flows the heavier zinc coating evenly and without thin spots around the wire—seals the microscopic pores—prevents rust, and corrosion from attacking the steel. Continental farm and poultry fences are Flame-Sealed, too.

A LINE YOU CAN SELL AT A PROFIT . . .







GET INFORMATION TO DAY

CONTINENTAL'S MONEY MAKING PLAN for Dealers 1936

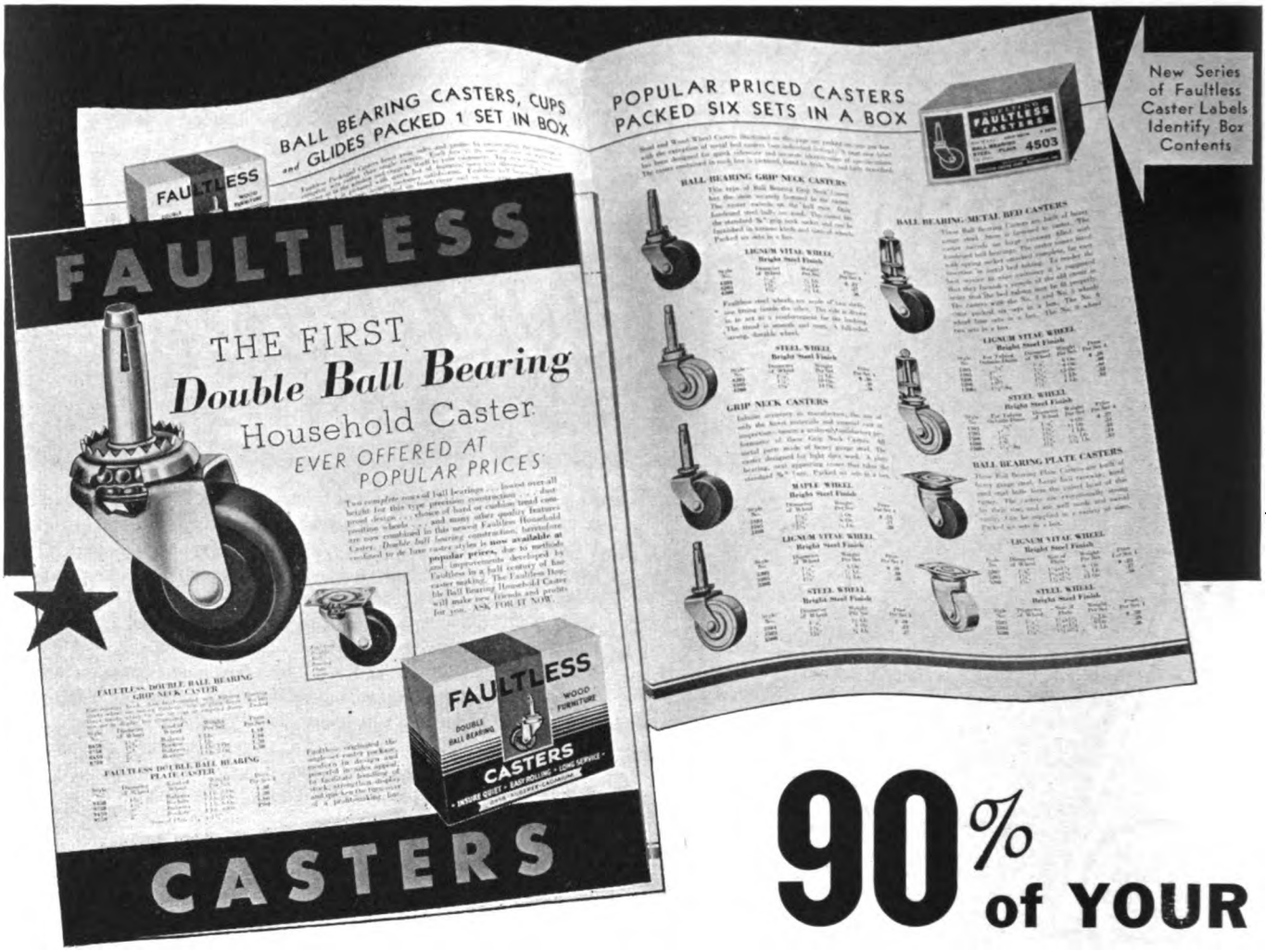
Make money in 1936 on Continental fence, steel roofing, siding and kindred products. Mail coupon today for our new book giving details of dealer profit program.

Name.....

Street.....

City..... *State*.....

Digitized by Google



90% of YOUR CASTER SALES CAN be MADE from this CONDENSED PACKAGED LINE

Faultless keeps pace with modern merchandising by introducing this condensed line of packaged casters. Ask your jobber to show you the new Faultless 4-page catalog illustrated above—or write for your copy. You'll see at once how Faultless has taken all the confusion, needless stock and profitless bother out of caster selling.

All Faultless Packaged Casters are now so plainly labeled that each type and size can be identified at a glance. From the standpoint of stock keeping and easy selling, the advantages are obvious.

★New Star Seller

Faultless now offers the first *Double Ball Bearing* Household Caster ever available at popular prices. Marvelously smooth running and easy swivelling . . . lowest over-all height for this type of precision construction . . . dustproof design . . . hard or cushion tread wheels and many other quality features. Ask your jobber for this caster at once—it's a money-maker!

For wood and metal furniture, there are popular ball bearing casters, packed 1 set to a box, and competitively priced casters, packed 6 sets to a box. Casters are offered in a selection of composition, wood and steel wheels. The new condensed line also includes complete floor protection equipment for offices. You'll be interested, too, in the new Faultless Caster Dollies for displaying stoves, refrigerators, etc.

Sell Packaged Faultless Casters and you've put your caster business on a more profitable basis

FAULTLESS CASTERS

FAULTLESS CASTER CORPORATION
Dept. HA2, EVANSVILLE, INDIANA

Branch Offices: Chicago, Detroit, Grand Rapids, New York, High Point, Los Angeles, St. Louis. *Canadian Factory:* Stratford, Ont., Canada.

Digitized by Google

START OFF YOUR BRUSH SALES WITH THIS
OVER-THE-COUNTER ATTACK

So you want to sell paint brushes this year? All right—here's how to do it. First, make sure you have a complete line of Gold Stripe Brushes. Then, put these facts on the tip of your tongue . . . aim them at every paint customer that comes into your store . . . and FIRE!

RIVETED METAL FERRULE—Another sturdy feature, and an exclusive one.

BRISTLE VULCANIZED IN RUBBER—Every bristle held in a lifetime grip. No loose "streakers."

THE BRUSH IS THE START OF A SUCCESSFUL PAINT JOB—Hours of time . . . gallons of fine paint . . . can be wasted with a cheap brush. Gold Stripe Brushes are QUALITY brushes, made with full, scientific knowledge of paint application.



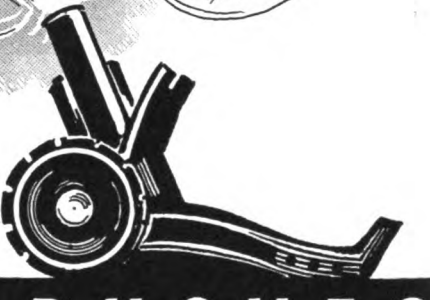
THE GOLD STRIPE ON THE HANDLE—Today's symbol of brush quality.

PERFECT BALANCE CONSTRUCTION—Easier on the wrist and arm. Made possible by precision weighing of bristle and handle.

THE RIGHT BRUSH FOR THE JOB—The Gold Stripe line contains brushes made specifically for every known type of painting.

THE GOLD STRIPE DISPLAY—Allows complete examination of the entire Gold Stripe line at a glance.

THE GOLD STRIPE JACKET—Awarded Gold Medal in 1935 Modern Packaging Contest. Protects bristle before and after use. Keeps brush clean. Lengthens life.



And just in case you don't already handle Gold Stripe Brushes, mail in the coupon below for full information about our dealer proposition. No obligation, of course.

GOLD STRIPE BRUSHES

A PRODUCT OF

PITTSBURGH PLATE GLASS COMPANY

Manufacturers of Wallhide, Waterspar, Florhide and other nationally known paint products.

PITTSBURGH PLATE GLASS COMPANY, Brush Division, Dept. H-2, Baltimore, Md.
Please send me full information about your dealer proposition.

Name_____

Address_____

City_____ State_____

Digitized by Google

No Loss Leader Items Here

All Popular Quality Profit Makers

WHY invest your money in off brands when with the same money you can stock standard high-grade saws of quality made by Atkins.

Atkins SILVER STEEL Nests and Compass Saws, like our Handsaws, Crosscuts, Hacksaws, Trowels and other items SELL and at a PROFIT too. In fact while the per cent of profit may be the same when selling cheap goods, the DOLLARS and CENTS PROFIT will be greater on each sale of quality saws SELL ATKINS Silver Steel and PROFIT.

Order Atkins Saws from your jobber if he cannot supply you write to us and we will see that you are supplied promptly.

ATKINS
Silver Steel
SAWS



No. 1. Nest . . . convenient, practical and good seller. 1 each SILVER STEEL 12" keyhole, 14" compass, 18 pruning blades. Uniform temper, filed, set. Interchangeable in carved and lacquered beech handle. Packed ¼ dozen. Dealers net per dozen $16.15.

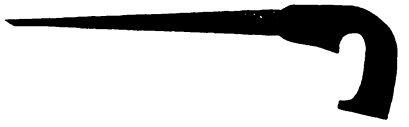


No. 3. Nest . . . popular among mechanics. 1 each SILVER STEEL 12" keyhole, 14" compass, 18" nail blades. Well made blades, ready to use. Cut at 3 different angles; interchangeable carved and lacquered beech handle. Packed ¼ dozen. Dealers net per dozen $18.95.



No. 9. Compass — SILVER STEEL, 16 x 17 gauge, 9 point filed and set. For heavy work as required by plumbers, steam fitters, etc. Interchangeable carved beech handle. Packed ¼ dozen.

Length, in.	10	12	14	16
Dealers Net per Doz.	$7.00	$7.15	$7.50	$7.75



No. 14. Compass—SILVER STEEL, 16 x 17 gauge for heavy work. Toothed on end 13 pt. for nail cutting, balance toothed 9 pt. Filed and set. Carved and lacquered beech handle. Packed ½ dozen.

Length, inches	12	14
Dealers Net per Doz.	$8.00	$8.50



No. 11. Compass—SILVER STEEL 17 x 18 gauge, adjusts to 3 different cutting angles. Carved beech handle, fully lacquered. Packed ½ dozen.

Length, in.	10	12	14	16
Dealers Net per Doz.	$6.65	$7.00	$7.35	$7.70

SMOOTHER SALE-ING

This free merchandising book tells how you can sell Atkins Saws—if you have not received your copy ask for it—contains hundreds of valuable sales hints.

E. C. ATKINS AND COMPANY

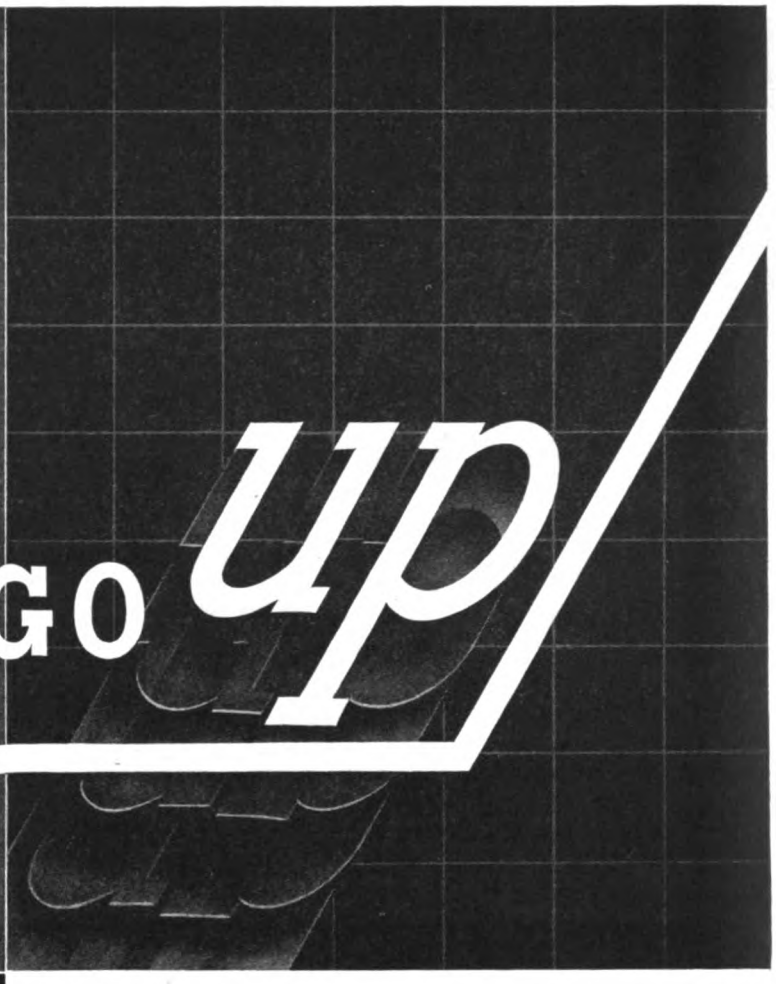
Home Office and Factory, 410 South Illinois St., Indianapolis, Ind.

—BRANCHES—

Atlanta, Ga. Chicago, Ill. Memphis, Tenn. New York, N. Y. New Orleans, La. Klamath Falls, Ore. San Francisco, Calif. Portland, Ore. Seattle, Wash. Paris, France.

Digitized by Google

watch the FENCE SALES GO up



More farmers will buy fence than any other single item of equipment in the next few months

In a recent survey of farm buying activities in thirteen states, farmers were asked in a questionnaire to indicate their purchases during the preceding and following six months. 37% of the farmers indicated that they had just bought or would soon buy FENCE. This was the highest percentage for any one item. The next highest was 18% (cultivators). In other words, more farmers are planning to buy fence than any other item of farm or household equipment!

Farmers are fence conscious

Every fence dealer can get his share of this growing fence business by making the proper effort. Begin now by putting in a reasonably complete stock of Pittsburgh Fence in various styles and gauges. Pittsburgh Fence offers the most popular styles and weights and moves quickly because the name is favorably known to farmers everywhere.

Pittsburgh P Products

Pittsburgh Fence

PITTSBURGH STEEL COMPANY

UNION TRUST BLDG. • PITTSBURGH, PA.

New York Detroit Chicago St. Louis Philadelphia Memphis
Syracuse Houston Los Angeles San Francisco

Digitized by Google



By

Sheffield



KLEEN-A-BRUSH
One-third more for the money. Biggest value on market. Top quality. 10c seller. Attractive Display Carton.



Improved
WOODFIX
Does everything other wood pastes do—BETTER. No nitrocellulose. Waterproof. 10c, 20c, 25c and 75c.

1 CLOTH-APPLIED VARNISH. Not a polish, nor wax, but a fine quality varnish that's applied with a cloth. Its bakelite content gives it longer wearing qualities. Resists alcohol, acid, water, strong soap or hot liquids. Dries in 2 hours with a hard glossy surface. Four sizes: 20c, 35c, 65c and $1.20. Spectacular action display (operates for 30 days on dry cell) given FREE with small assortment.

2 ALUMINUM PASTE. An improved aluminum finish—in a much handier form—and an improved bronzing liquid. For radiators. fixtures, picture frames, etc. Gives much smoother results. Won't spill or scatter like powder. Simply dilute to necessary consistency and apply. Patented Duo-Jar package uses paste for Aluminum Enamel and powder for Gold Enamel, and makes every bit of material usable. Four sizes: 15c, 25c, 40c and 70c.

3 SCREEN ENAMEL. New Sheffield formula keeps it from clogging meshes. Dries with gloss. Weatherproof. Rustproof. Long lasting. Four sizes: 15c, 25c, 35c, 55c.

Other fast Sheffield sellers are: 3-Star Floor Cleaner, Crack Filler, Nu-Way Liquid Wax, Bronzes in Glass Vials, Iron Enamel and Iron Cement.

Order from Your Jobber Now. Jobbers—Write for Discounts.

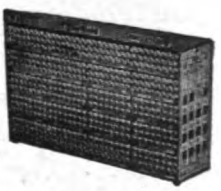
SHEFFIELD
BRONZE POWDER & STENCIL CO.

"The Specialty House of Top Values"

3000 Woodhill Road ∴ ∴ Cleveland, Ohio



Combination Cans
GOLD OR SILVER PAINT
Brilliant bronze powder, heatproof bronzing liquid and mixing dish—all in one package. 25c, 40c, 70c, $1.25 and $2.25.



PURE OIL COLORS
Triple ground in pure linseed oil. All popular colors. 10c size and Painter's Economy Size. FREE display.

Digitized by Google

Customers stopped... looked and bought *when a leading hardware store in Oakland, California, put in this Taylor Window*



The Spark that set off THERMOMETER SALES

With Taylor thermometers and weather instruments in your window, sales start marching into your store

OUT in Oakland, California, this window attracted wide attention and interest. It told a story about temperature and weather. It dramatized thermometers and weather instruments. It brought substantial returns to the dealer. And it illustrated a fact that has been proved often:

A hardware merchant can profit from increased sales of thermometers and weather instruments, if he displays and promotes the Taylor line.

WHY *TAYLOR* INSTRUMENTS?

BECAUSE 15 out of 16 people say they consider Taylor Instruments the most accurate they can buy. *It's easier to sell merchandise your customers trust.*

BECAUSE Nearly 2 out of every 4 people interviewed in the same survey knew Taylor Instruments by name—several times as many as knew any others. *It's easier to sell merchandise your customers know.*

BECAUSE Taylor makes a full and varied line of all types of thermometers and weather instruments your customers want—indoor and outdoor, roast meat, candy and jelly, oven and deep-frying thermometers, and instruments for forecasting and measuring the weather.

BECAUSE The name "Taylor" on any instrument means "guaranteed against everything except breakage."

Taylor INSTRUMENTS

TAYLOR INSTRUMENT COMPANIES

Rochester, N. Y. • *Toronto, Canada*

Digitized by Google

District Of Columbia— Glimpses of Life at the National Capital—

A Fashionable Roller Skating Rink—



DISTRICT OF COLUMBIA.—GLIMPSES OF LIFE AT THE NATIONAL CAPITAL.—A FASHIONABLE ROLLER-SKATING RINK.—FROM A SKETCH BY MISS GEORGIE DAVIS.
SEE PAGE 86.

From a Sketch By Miss Georgie Davis.

Taken from Frank Leslie's Illustrated Newspaper Of April 10, 1880.

"By Courtesy of Harper's Weekly"

Read this Interesting News Item Published Over 55 Years Ago

"On three evenings of the week, during the present season, very attractive gatherings have been held at the Roller Skating Rink on Fourteenth Street, and alike to lookers-on and to the members of the class themselves, the roomy, well lighted hall has been one of the pleasantest of resorts. From six to eight the professor of this graceful art holds class, and the thirty or forty pupils, picturesque in pretty skating costumes, wheel and turn, march, countermarch, and flash on the smooth rollers through all sorts of bewildering and entangled figures, obedient to the signals of their leader. The rink is large enough for a regimental drill-room, and under the bright lights and over the polished asphalt floor, the crowd of swaying, swinging and gliding figures have the prettiest possible effect. Nearly all the class are good skaters, the exercise is a delightful one, the scope for dainty display in the way of costumes is infinite, the opportunity for mild flirtations boundless; and what more—always providing that you are a woman and eighteen—would you or could you desire?"

Today Millions of People Are Roller Skating

Society people, movie stars, college students, business men, school children and debutantes are roller skating as never before. Skating parties, dances, teas, races, and carnivals are being held almost everywhere. The increasing demand for Roller Skates in general and for—

UNION HARDWARE Ball-Bearing Extension ROLLER SKATES

in particular attests the growing popularity of this great *outdoor* and *indoor* sport. Just as Roller Skating has "Carried On" with people of *all ages*—so have Union Hardware "Carried On" with improvements that make Roller Skates *stronger* and *safer* and *easier to propel* than ever. The latest Union Ball-Bearing Extension Models are sold by all leading Jobbers and by thousands of Dealers who swear by "The Union Line" for profitable sales and steady turnover. Check up on your stock for Spring trade.

Your Jobber will supply you.

UNION
HARDWARE COMPANY
REG. U.S. PAT. OFF. ESTABLISHED 1854
TORRINGTON, CONN.
NEW YORK OFFICE 151 CHAMBERS STREET



No. 130
For Men
No. 130 L
For Women

Digitized by Google

HARDWARE AGE

With Which is Combined GOOD HARDWARE

CHESTNUT AND 56TH STREETS, PHILADELPHIA, PA.

Sales Offices
239 WEST 39TH STREET NEW YORK, N. Y.

Vol. 137 **No. 3**

The Hardware Dealers Magazine
PUBLISHED EVERY OTHER THURSDAY

Copyright 1936 by Chilton Company (Inc.)

GEORGE H. GRIFFITHS
President

CHARLES J. HEALE, *Editor*

J. A. WARREN, *Managing Editor*

MACDONALD WITTEN
Associate Editor

ALBERT J. MANGIN
"Who Makes It?" Editor

L. W. MOFFETT
Washington Representative

ADVERTISING REPRESENTATIVES

NEW YORK:
H. G. BLODGETT, 239 W. 39th St.
BOSTON:
CHAUNCEY F. ENGLISH, 140 Federal St.
CLEVELAND:
WILL J. FEDDERY, 709 Union Bldg., 1836 Euclid Ave.
CHICAGO:
L. V. ROWLANDS, 802 Otis Bldg.
SAN FRANCISCO, CAL.:
R. J. BIRCH, 155 Sansome St.
LOS ANGELES, CAL.:
R. J. BIRCH, 846 So. Broadway

SUBSCRIPTION PRICE—*United States, its possessions: one year $1.00. Mexico, Central America, South America, Spain and its colonies: one year $1.00. Canada $2.00. Foreign countries not taking domestic rates, one year $2.50. Single copies 15 cents each.*

Owned, Published and Copyrighted by

CHILTON COMPANY
(Incorporated)

Executive Offices
Chestnut and 56th Streets
Philadelphia, Pa.

C. A. MUSSELMAN, President
FRITZ J. FRANK, Executive Vice-President
FREDERIC C. STEVENS, Vice-President
JOSEPH S. HILDRETH, "
GEORGE H. GRIFFITHS, "
EVERIT B. TERHUNE, "
ERNEST C. HASTINGS, "
WILLIAM A. BARBER, Treasurer
JOHN BLAIR MOFFETT, Secretary

EDITORIAL CONTENTS of THIS ISSUE

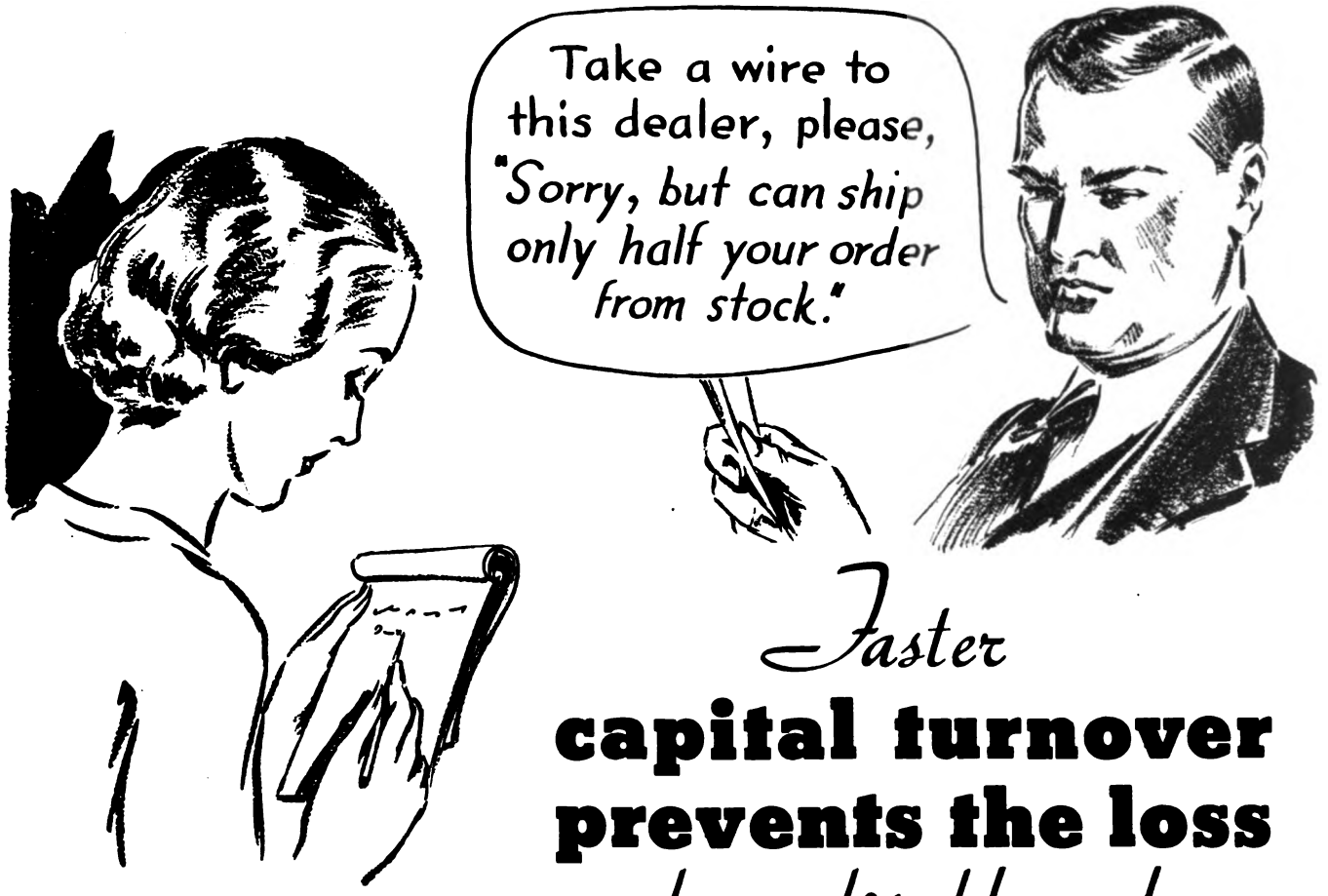
FEBRUARY 13, 1936

Just Among Ourselves, by Charles J. Heale 49
Increased Washer Sales Forecast for 1936 51
Hardware Curiosities, by Robert Pilgrim 53
Prizewinning List of Homeworkshop Tools 54
Why Chain Stores Sell More, by B. Christianson 56
Aggressive Policy Adopted by Philadelphia Store 60
Spring Window Display Suggestions 62
Advertising Layouts for Better Business 64
The Danger of Direct Buying, by H. A. Church 66
How They Like It? 68
Hardware Age Fifty Year Club 70
Who Makes It? 71
How's the Hardware Business? 72
News of the Trade 74
Marshall-Wells Convention 80
American Hardware Supply Convention 84
Who Is Going To Pay the Bills? by Saunders Norvell 86
State Hardware Conventions Beginning on page 90
Convention Calendar 120
What's New 144

Copyright 1936 Chilton Company (Inc.)

Advertisers' Index, page 156

Digitized by Google



Faster capital turnover prevents the loss *of profitable sales*

In the heavy selling season of the hardware trade, delivery time is the essence of the manufacturer's sales opportunities. What one firm can't ship, some competitor probably *can* — and not only profits and prestige, but *customers* are at stake.

Commercial factoring is the effective, modern business instrument to help manufacturers make the most of their market opportunities.

It widens sales opportunities by advancing cash as shipments are made and thus reducing the average outstanding sixty to ninety day account to a cash basis.

Now is the time to investigate.

COMMERCIAL FACTORS CORPORATION

TWO PARK AVENUE NEW YORK

Commercial Factors Corporation
Dept. HA-2, Two Park Ave., New York

Send the facts about commercial factoring as it would apply to our business.

Name.....

Firm Name.....

City.....

State.....

Digitized by Google

Just Among Ourselves

By CHARLES J. HEALE

Editor, Hardware Age

Largest Payroll—

Nearly ten million persons received Government paychecks in the United States during 1935. This makes a Federal payroll of more than five billion dollars ($5,000,000,000) yearly. This is the world's largest payroll both in dollars and number of persons employed. It places every fourth employed person in this country on the direct Government payroll. Add to this at least another million employed by firms or contractors producing materials for Federal government use. Then include several hundred thousand hired by private contractors doing Government work or handling PWA projects and the total staggers even the most calloused imagination.

Adult Games—

Various new and old games for adults have enjoyed wide and profitable sale during the Christmas gift season now drawing to a close. The one outstanding adult game continues to be bridge, both auction and contract, with contract gaining according to the latest data at hand. The Associated Press estimates that 20,000,000 Americans play bridge regularly. This means an average of one out of every six of the entire population, almost half of the entire adult population. The popularity of bridge offers the hardware trade two basic sales channels—the sale of playing cards, tallies, score cards, card tables and chairs and the almost unlimited opportunity for selling prize items. In addition to bridge and other card games are the many new games formerly considered suitable only for children. During the winter or indoor season the game demand will continue active. In every community there are groups of families who meet regularly for playing cards and more simple games. It is a market worth seeking as it includes both equipment for playing and prizes for the winners. A table, an occasional window display and some advertising of your assortment of games and prizes would be particularly appropriate at this time.

Withheld Discounts—

In several basic lines distributed through hardware channels a "withheld discount" for good behavior might prove a very effective curb on demoralization of price structure on well known merchandise. It is doubtful if this procedure has complete legality as it implies an agreement between producer and distributor to maintain a price. If in the legislative efforts seeking some form of legalized price control a "withheld discount" plan could be included it would definitely help. It is quite clear that a jobber getting an extra 5 per cent on volume at the end of the year, providing he has not demoralized the market, would have an extra bonus to look forward to—this should prove very attractive and in many cases more attractive than any imagined benefits from price cutting. A discussion of the subject is certainly not illegal as long as no agreement is made. The "withheld discount" has possibilities and should be studied by the hardware industry.

Major Items—

The retail hardware business is necessarily chock full of small sales. There are countless items in the average and proper hardware stock that sell for 5, 10, and 25 cents and other amounts less than one dollar. This is unavoidable and is also a good factor maintaining and developing store traffic. These small amount sales must be offset by sales of larger unit price items, such as washers, refrigerators, stoves, vacuum cleaners, etc. This year, more than ever before, I am very conscious of the hardware dealer's opportunity to sell major items made by the leading makers. Looking over jobbers' promotion plans and their exhibits this thought is driven home. The rollcall of manufacturers of these major items who are now seeking hardware distribution encourages the belief that hereafter the hardware trade is in an enviable position to obtain the best volume in these lines. This imposes an obligation on the hardware trade to justify their opportunity, for, if they do

Digitized by Google

not there will again be a mess of specialty stores and other competitive retailers springing up to handle major item sales.

Townsend Plan—

Murray C. French says: "For the life of me I cannot understand why the people who discuss the workability of the Townsend plan always talk in billions of dollars, sums which nobody can comprehend. Why not talk in individual figures instead of national totals?

"For instance, here is a man earning at present $100 a month. He buys now (for easy figuring) 100 various things at $1 each. Suppose we enact a 2 per cent sales tax to finance the Townsend plan. Each item then costs him $1.02. For his $100 he can then buy 98 items instead of 100. National production is decreased by two items.

"The $2 he has paid in Townsend-tax goes to an aged person. With that $2 he can buy approximately two items, thus increasing national production back to its original 100 items as before. There is no increase in production; there is merely a transfer of ownership of a part of the production.

"In many states we now have a 2 per cent sales tax to finance relief. That money is invariably spent immediately by the recipients. Yet nobody claims this procedure increases business. It retards business, and this is admitted on all sides.

"The fact that the purposes of the Townsend plan are laudable does not set aside the laws of third-grade arithmetic. A dollar spent by John Smith 'sets in motion' just as much business as does a dollar spent by Sam Jones, regardless of the age of either person. What applies to one dollar applies also to one billion dollars."

Fifty-Fifty—

At Minneapolis, A. C. Raymer, from Austin, Minn., told a most interesting and instructive story on handling outside sales on major items. Mr. Raymer charges 50 per cent of all "trade in allowances" to the salesman making the deal. Should service work, replacement parts, etc., be required, the salesman is again charged with a complete half of the total. When the sale of the reconditioned appliance is made the salesman receives credit for fifty per cent. This idea has doubled barrel worth. It keeps the salesman from being uneconomic in his generosity in handling "trade in" items and makes it possible for him to realize an extra income if he watches and controls, sanely, the amount of money offered for trade ins and the costs put into reconditioning. Mr. Raymer also has his outside salesmen specialize in major items so that in practically every major item his store has the benefit of expert knowledge on each item. This idea also helps build a prospect list. When an unknown prospect shows encouragement the salesman who has the matter in hand introduces the prospect to the specializing salesman and in doing so may properly say "I want you to meet our Mr. Swanson who specializes, etc., etc. What is your name, please?" This is a fine idea for obtaining prospects' names which might otherwise be unavailable as it is often difficult to obtain names. But when going through the motions of giving the interested prospect a little extra service, obtaining the name for a proper introduction works out very well.

Auto Supplies—

There is obviously much resistance from dealers when wholesalers try to promote auto accessory and supply departments. This is an outstanding difficulty with those wholesalers who are definitely making it possible for dealers to stay in the competitive picture. There is such a marked reluctance of the retail hardware field to get into the auto supplies field that some comment appears appropriate. The strongest, most annoying, most persistent competition hardware dealers face has come and continues to come from chain and mail order firms whose basic lines are auto accessories. This fact alone should encourage hardware men to enter the auto supply field. If only to retaliate, hardware stores should certainly tackle the motorists' trade. Increasingly, the sale of auto supplies is becoming part of a business and can no longer (not even in the major metropolitan areas), continue to be a specialized business. That's another reason why practically every auto accessory chain (and the mail order stores) are featuring so many lines of merchandise which are commonly known as hardware store lines. Hardware stores should immediately get into the auto supply and tire field which is definitely on the increase and, on the right basis, can be an important traffic builder at a profit.

Surprise—

Those who attended the recent Minnesota convention were treated to a surprise feature. B. Christianson was the surprise. For the past four years he has been a merchandising executive for Sears, Roebuck & Co., working out of St. Paul with 108 stores under his direction. All hardware men will recognize Chris as the former secretary and fieldman of the Wisconsin Retail Hardware Association. Prior to that he was a successful retail hardware merchant in the Northwest. His unusual message was different because he has a natural and inborn sympathy for the hardware merchant; yet, through his eyes, with four years' mail order chain store experience, he sees the competitive picture more clearly than most of us do. His message is published in full elsewhere in this issue. We recommend that every reader give full and complete attention to every word that Chris uttered at Minneapolis. Particular attention is called to that part of his talk where he discusses chain store managers. He stressed the point that these men are not allowed to be failures. They either succeed or get out of the way for men who can succeed. Naturally, they have to be active in their selling jobs. whereas independent merchants have the disadvantage of being able to be as lazy or as indifferent as they please because they are independent—perhaps too independent.

Digitized by Google

Electric Washer Sales for 1936 Forecast at 37 per cent Increase

By
HOWARD E. BLOOD
President, Norge Division
Borg-Warner Corp.



HOWARD E. BLOOD

THE electric washer was the first major home appliance to sweep into its sales expansion period. Since then, it has pointed the way in distributive methods, merchandising practises and resale activities. Many of the appliance industries, particularly electric refrigeration, owe it a debt of gratitude, because by the adaptation of successful methods discovered by the washer industry they have avoided many of the problems, and as a result their expansion has been spectacularly fortunate.

Before giving you the benefit of the findings from the nation-wide Norge marketing study among 34,866 women and nearly 2000 dealers handling all makes of washers in 397 cities, permit me to discuss briefly the marketing background upon which the interpretation of these findings rest. On January 1, 1935, there were 9,439,600 washers in use among the 20,520,870 wired homes in the United States; establishing a saturation point of 47 per cent. But the washer industry was well out of its expansion phase and quite permanently located in its replacement period. I mean by that, it seems evident that only about one-half of the families of the country ever want to possess any strictly utilitarian product of this kind and, therefore, with saturation at 47 per cent the industry must look for its volume from the replacement of worn-out washers and among families who have been accustomed to its use.

The washer industry, in spite of its high saturation point, has shown amazing virility during the depression; in fact, next to electric refrigeration, it showed itself most depression-proof. This was undoubtedly caused by the fact that depression conditions forced certain families into the ownership of an electric washer for economical living reasons who normally preferred not to do their laundry at home. As a result, 1,121,137 units were sold in 1934, an increase of 11.5 per cent, while, in 1935, 1,209,176 units were sold, or an increase of 8.5 per cent. The volume of 1930 to 1933 indicated that this new class, thrown into the market by the depression, were buying cheaper washers, for, during those years, the average retail price declined severely. But in 1934, this began to correct itself —the increase in retail dollar volume was 12 per cent, or slightly greater than the 11.5 per cent increase in unit volume. In 1935, the retail value of $78,665,786 represented a 7.5 per cent increase or slightly more than the increase in units, indicating that the average retail price was slightly less but still had stabilized to the point where we can conclude that from

Based on nation-wide study of buying intent among 34,866 women, Mr. Blood predicts active selling market on replacements of obsolete machines and on strictly new business. Expects greater efficiency of new models to encourage replacements of both old machines and those very low priced washers sold in recent years.

Digitized by Google

now on a "selling up" trend is evident. In fact, the average price in the fall of 1935 was around $64, with approximately one-quarter of the total business in washers selling at about $90.

The important consideration to keep in mind is that a large percentage of the volume in the past four years has been absorbed by this new class of buyers who, probably, will give up laundering as soon as better business conditions maintain. The increase, therefore, cannot be interpreted as a replacement of washers to the working classes who have been the backbone of the market for so many years. Great numbers of these have an unfilled need for a new washer and, although it is the most necessary and useful appliance they own, they have continually repaired the old washer rather than buy a new one because of lowered income during the depression. Now, however, thousands of such washers have been so frequently repaired as to be beyond repair, thus we notice a greater buying intent in the market in 1936.

Some conception of the dimensions of this market can be gained, first of all, by analyzing the number of washers still in use which were purchased prior to 1930.

Gaging Buying Intent

Another way to analyze the outlook is by gaging the buying intent uncovered in this nation-wide survey. From the first angle, it is interesting to know that 6,541,833 washers were purchased prior to 1930, largely by those working classes to whom laundry was a necessity. Of this number, 2,420,633 were purchased prior to 1925. Certainly those still owned that were bought prior to 1925 have reached a bad state of disrepair and the majority need replacement, particularly when one considers that so many improvements have been made in later models. Likewise, since those between 1925-30 were cheaper models, it can be safely concluded that at least 50 per cent of these should be replaced to gain the greater convenience and economy of present washer models. All told, then, it can be concluded that approximately 3,700,000 old-style, worn-out washers exist which should and could be replaced, if the families owning them were reached in their homes and the benefits of the latest models demonstrated to them.

That, as I see it, is the marketing background which must be understood in appreciating the 1936 outlook and in laying plans to capitalize upon the buying intent which is evident.

Some Still Using Hand Methods

Among the 34,866 women interviewed by telephone in 397 cities, reflecting market conditions as of November 15, 1935, the washer saturation among such telephone subscribers, admittedly a more intelligent and higher income class, was 58.2 per cent. It is interesting to know that 21 per cent used the public laundry while, somewhat amazing, 20.8 per cent still used hand methods.

Of this total number whose opinion relating to refrigerators, kitchen ranges and oil burners was also being researched, 7392 women were isolated as to their buying intent for a new washer in 1936. In the first place, it was found that 18.6 per cent had washers on which repairs were badly needed. When asked if they intended to buy a new washer in 1936, these 7392 women showed a total buying intent of 30 per cent. This permits four important conclusions:

(1) The total buying intent for 1936 (30 per cent) as compared with that discovered by like research means for 1935 (21.7 per cent) shows an increase of 8.3 per cent more, compared to that of the previous year, an actual buying interest about 37 per cent greater. Of course, the industry, in the past few years, has been set up to depend more upon volume from store sales than from outside selling, as formerly. This has been caused, of course, by the decline in the average retail price which has not provided the margin required for outside specialty selling efforts and, in addition, the high saturation which has made it difficult to find sufficient prospects per block with the hold-back tendency of the consumer during the depression. If the average washer dealer can change his methods and realize that in 1936 he faces a re-expansion opportunity which justifies outside selling so that he will reach a greater number of people in their homes who might not expose themselves to his store, it can be concluded that because of this 30 per cent buying intent (which is 37 per cent stronger than that of last year), the washer industry faces a very fortunate year.

(2) This buying intent for

(*Continued on page* 113)

Factors that 7392 women declared would most control their buying decision in 1936. They are:

Cleansing	15.5%
Durability	14.2%
Convenience	11.3%
Speed	11.6%
Easy on clothes	9.9%
Use saving	9.0%
Reputation of maker	7.0%
Safety features	6.3%
Price	4.0%
Dealer reputation	3.8%
All other reasons	7.2%

Digitized by Google

Hardware Curiosities

By ROBERT PILGRIM

Copyright, 1936, by Hardware Age



Digitized by Google

Prize-Winning List of Tools for the Homeworkshop

Prize-winning list of tools and equipment provides answer to the question: "How would you invest $150 to start a workshop?" The keen interest in the subject was exemplified by the thousands of carefully compiled entries in the contest. Dealers can use the list to splendid advantage in many ways.

HANDICRAFT enthusiasts themselves have selected what they consider the most ideal outfit of tools and equipment for starting a homeworkshop. For the best answer to the question—"How would you invest $150 to start a workshop?" one of the leading homecraft magazines recently awarded prizes having a total value of $200. The first prize was a $150 workshop, the second prize $35 worth of workshop tools, and the third prize $15 worth of workshop tools. Entrants were asked to list the tools they would purchase with $150 which would give them the most practical, efficient and complete workshop they could buy for the money.

For Best Equipped Shop

It was understood that the prizes were to be awarded for the lists which best equipped a shop to meet the varied needs of the average craftsman. It was also understood that such a list, involving a maximum outlay of not more than $150, could not be expected to fulfill the more diverse and exacting requirements of many experienced and highly skilled home craftsmen, who frequently invest several thousand dollars in their shop equipment.

The winning list (published on the opposite page) is believed to be a very excellent one for those who have but recently become interested in home handicraft, and who are just starting to buy their shop equipment, or for those who have a few tools and wish to equip their shops more completely. For such purposes, the prize winning list should prove to be a very efficient and helpful guide, and the listed tools and other articles will form an excellent nucleus for a shop that can be enlarged as desired.

Know Tools

It was readily apparent from the entries received that most home craftsmen have a very close acquaintance with tools, as well as an intimate knowledge of tool specifications, brand names, and prevailing prices. Among the vocations and professions represented among the entrants were doctors, lawyers, clergymen, farmers, miners, engineers, teachers, dentists, movie cameramen, chauffeurs, lobster fishermen, and others employed in a wide range of occupations. Entries were also received from several women. As many as 200 separate items were listed on some entries, and 171 tools and articles of shop equipment were included in the prize-winning list. It is estimated that the value of the tools listed in the entire contest was more than one-third of a million dollars, which is a good indication of the large potential demand for merchandise of this character.

Judges of the contest were Robert G. Weyh of the Bureau of Vocational Activities, Board of Education, City of New York; H. B. Burnett, president of *The Home Craftsman Magazine*, New York City, and MacDonald Witten, associate editor, HARDWARE AGE, New York City. In selecting the prize-winning lists, the judges took into consideration that the homeworkshop should certainly be equipped to serve a practical purpose in the home, while at the same time providing the equipment to enjoy handicraft as a pastime or hobby. The prize-winning list, therefore, includes the tools that are essential in making the ordinary repairs about the home. John R. Scheib, of Pittsburgh, whose list won first place, sounded the keynote of the comments made by many of the entrants when he said: "It was not difficult for me to keep in mind that this workshop was not to be stocked with specialized tools, but rather with an array of general tools and supplies, the like of which makes the confirmed handyman's heart beat in an alarming fashion. . . . With the tools selected I could build the finest of furniture, and yet be pre-

(*Continued on page* 148)

Digitized by Google



The $150 List of the Contest Winner

No.	Quan.	Article	Description	Price
1	1	Hammer (nail)	16 oz.—13 in. handle	$0.90
2	1	Hammer (ball-pein)	8 oz.—13 in. overall	1.00
3	1	Hammer (magnetic)	4 in. head—11½ in. handle	.20
4	1	Hatchet (half)	19 oz.—13 in. handle	1.10
5	1	Mallet (rubber)	2 in. dia.—4 in. head	.45
6	1	Saw (rip)	5 pt.—28 in	2.70
7	1	Saw (cross-cut)	8 pt.—26 in	2.70
8	1	Saw (back)	12 in	2.00
9	1	Saws (nest of)	Keyhole, etc	1.75
10	1	Saw (hack)	Adj. frame and 2 extra blades	.70
11	1	Saw (keyhole hack)	Pistol-grip—8 in	.25
12	1	Plane (jack)	14 in. long	3.00
13	1	Plane (block)	6½ in. long	1.00
14	1	Bit brace	Ratchet—8 in. sweep	2.00
15	3	Auger bits	Sizes 4, 6 and 8	1.05
16	2	Auger bits	Sizes 10 and 12	.80
17	2	Auger bits	Sizes 14 and 16	.90
18	1	Bit (expansive)	1 in. to 1⅞ in	1.20
19	1	Bit (gimlet)	3½ in. long	.10
20	1	Auger bit gauge	Adjustable—2½ in. long	.90
21	1	Drill (hand)	¼ in. chuck—3½ in	3.00
22	1	Drill selector (8 drills)	See item No. 158	
23	1	Drill (push)	3 drills incl	1.30
24	1	Screw driver (spiral)	9½ in. closed	2.25
25	1	Screw driver	6 in	.15
26	1	Screw driver	5 in	.15
27	1	Screw driver	4 in	.15
28	1	Screw driver (electric)	8 in.—insulated to tip	.20
29	1	Screw drivers (nest of)	Model makers sizes	.10
30	1	Chisel (wood)	⅜ in. x 9½ in	.75
31	1	Chisel (wood)	¾ in. x 9½ in	.85
32	1	Chisel (wood)	1 in. x 9½ in	.95
33	1 set	Wood carving tools	6 tools	2.75
34	1	Rule (zig-zag)	6 ft	.45
35	1	Rule (flexible steel)	6 ft	.25
36	1	Rule (combination)	T sq., Try sq., etc	.50
37	1	Square (try and mitre)	12 in	1.00
38	1	Marking gauge		.20
39	1	Level and plumb	24 in	1.00
40	1	Calipers	Inside	.10
41	1	Calipers	Outside	.10
42	1	Dividers		.10
43	1 set	Drafting board and tools	Compass, T sq. prot., angles	1.00
44	1	Pantograph	Enlarging plans, etc	.50
45	1	File (slim taper)	11/32 in. x 6 in	.25
46	1	File (slim taper)	15/32 in. x 8 in	.35
47	1	File (mill)	8 in	.35
48	1	File (mill)	12 in	.40
49	1	File (half round)	6 in	.55
50	1	File (round)	6 in	.35
51	1	Wood rasp (half round)	8 in	.75
52	1	Pliers (combination)	6 in.—mech. and elect	.50
53	1	Pliers (long nose)	6 in	.50
54	1	Pinchers	6 in.—with wire cutters	.50
55	1	Wrench set	10 sizes—½ in. to 1 in	.30
56	1	Wrench (adjustable)	6½ in	.60
57	1	Wrench (pipe)	10 in	.75
58	1 set	Taps and dies	Std.—5 sizes, ¼ in. to ½ in. tap wrench, die stock	1.35
59	1	Pipe threader	Complete with dies	3.45
60	1	Pipe cutter		1.95
61	1	Pipe vise	See item No. 66	
62	1	Soldering iron	Electric	1.50
63	1	Soldering iron	Electric—modelmakers size	.20
64	1 roll	Solder	Acid core	.25
65	1	Tin snips	10 in	1.95
66	1	Vise (bench)	4 in.—pipe jaws and anvil	2.75
67	1	Vise (bench)	1½ in. modelmakers size	.15
68	1	Bench screw	To make wood vise	1.25
69	2	Hand screws	10 in	2.80
70	4	C clamps	2—2 in., 2—4 in	.50
71	1	Ripping bar	⅝ x 18 in.—gooseneck	.60
72	1	Countersink	Wood or metal—¾ in. x 4¼ in	.45
73	1	Nail set	2/32 in	.20
74	1	Center punch	5/64 in	.20
75	1	Chisel (cold)	⅝ in. x 6 in	.50
76	1	Awl (scratch)	3½ in. blade	.15
77	1	Cornering tool	1/16 in. and ⅛ in. cutters	.40
78	1	Spoke shave		.35
79	1	Wood scraper	1½ in. blade	.25
80	1	Pocket knife	3 blades	1.25
81	1 pr.	Scissors	6 in	.75
82	1	Razor blade holder	Width depth gauge	.10
83	1	Bench stone	Combination 7 x 2 x 1	1.50
84	1	Glass cutter		.20
85	1	Putty knife	2 in. blade	.10
86	1 box	Glaziers points		.10
87	1 lb.	Putty		.15
88	1	First aid kit	Complete kit	.10
89	1 pkg.	Bandages	Adhesive bandages	.05
90	1	Flashlight	2 cell—focusing	1.25
91	1 roll	Friction tape		.10
92	1 can	Oil	Spout on can	.25
93	1 pkg.	Glue	Waterproof	.10
94	1 gill	Glue	Liquid	.30
95	1	Glue pot	Complete with glue	.20
96	1 pint	Water glass		.15
97	1 tube	Liquid solder		.25
98	1 tube	Rubber cement		.10
99	1 lb.	Plaster of Paris		.05
100	1 roll	Wire (soft)	18 gauge	.10
101	1 roll	Wire (piano)	18 gauge	.10
102	1 roll	Wire (copper)	20 gauge	.10
103	1 box	Washers (iron)	Assorted sizes	.10
104	1 box	Washers (lock)	Assorted sizes	.10
105	1 box	Washers (faucet)	Assorted sizes	.10
106	1 box	Cotter keys	Assorted sizes	.10
107	1 box	Chair rung fasteners	30 assorted sizes	.25
108	1 box	Corrugated fasteners		.10
109	1	Pencil	Grade H B	.05
110	1	Pencil		.10
111	1 box	Chalk	Assorted colors	.05
112	2 lb.	Nails (common)	Assorted	.10
113	2 lb.	Nails (finishing)	Assorted	.10
114	¼ lb.	Brads	Assorted	.05
115	1 box	Tacks	No. 6	.05
116	2 lb.	Screws	Assorted	.20
117	1 lb.	Bolts	Assorted	.20
118	1 lot	Lumber	Scrap pieces	Gratis
119	1 lot	Dowels	Scrap pieces	Gratis
120		Home Craftsman Magazine	12 months subscription	.80
121		Popular Science Magazine	12 months subscription	1.50
122	1 pint	Varnish	4 hour	.45
123	½ pint	Shellac	White	.35
124	1 pint	Aluminum	Primer coat	.50
125	6¼ pts.	Enamel (4-hour)	6 assorted colors	.60
126	½ pint	Paint remover		.25
127	7 pkgs.	Water stain (powders)	7 assorted colors	1.00
128	6	Paint brushes	1 in.—free offer	Gratis
129	1	Paint brush	2 in.	.25
130	1	Paint brush	3 in.	.25
131	8	Paint brushes (camel hair)	Assorted artist's sizes	.80
132	1 pint	Turpentine		.15
133	1 pint	Linseed oil		.20
134	1 tube	Wood filler		.10
135	1 pkg.	Sandpaper	Assorted sheets	.10
136	1	Sandpaper holder	Metal hand block	.25
137	1 box	Steel wool	Medium	.10
138	1 box	Pumice (powdered)	4 oz	.10
139	1 cake	Wax	For lathe work	.50
140	½ pt.	Wax	Liquid	.20
141	1 roll	Cheese cloth	5 yards	.10
142	1	Lathe	30 in. bed—6 in. swing	4.50
143	1	Cup center	Small turnings	.30
144	1	Faceplate	6 in	.55
145	1	Chisel	Skew	.55
146	1	Chisel	Gouge	.55
147	1	Parting tool		.55
148	1	Chisel	1 in.—gouge	.55
149	1	Arbor	For grinder	1.10
150	1	Drill chuck	¼ in	.30
151	1	Grinding wheel	½ in. x 4 in	.40
152	1	Sanding disc	Complete	.85
153	1	Wire wheel	4 in	.55
154	1	Cloth buffer	6 in	.50
155	1	Bench saw	7 in. saw—2¼ in. cut	9.35
156	1	Mitre gauge		1.00
157	1	Drill press	5½ in. capacity	10.95
158	1	Drill selector	Incl. 8 drills	1.40
159	1	Adapter	For shaping	.85
160	3	Shaper cutters	Set of three	1.50
161	1	Collet chuck	For routing	.85
162	1	Mortising attachment	Complete	2.50
163	1	Sanding drub	1 in. x 1¼ in	.35
164	1	Jig saw	14 in	11.50
165	1 doz.	Jig saw blades	6 in.—20 point	.40
166	1	Sabre blade	6 in.— 9 point	.10
167	1	Motor	¼ hp	7.95
168	1	Motor pulley	4 in.—4 step	.55
169	1	Motor base	Floating type	1.50
170	1	V belt	24 in	.50
171	1	V belt	42 in	.75
			TOTAL	$150.15

Digitized by Google

Why Chain Stores Sell

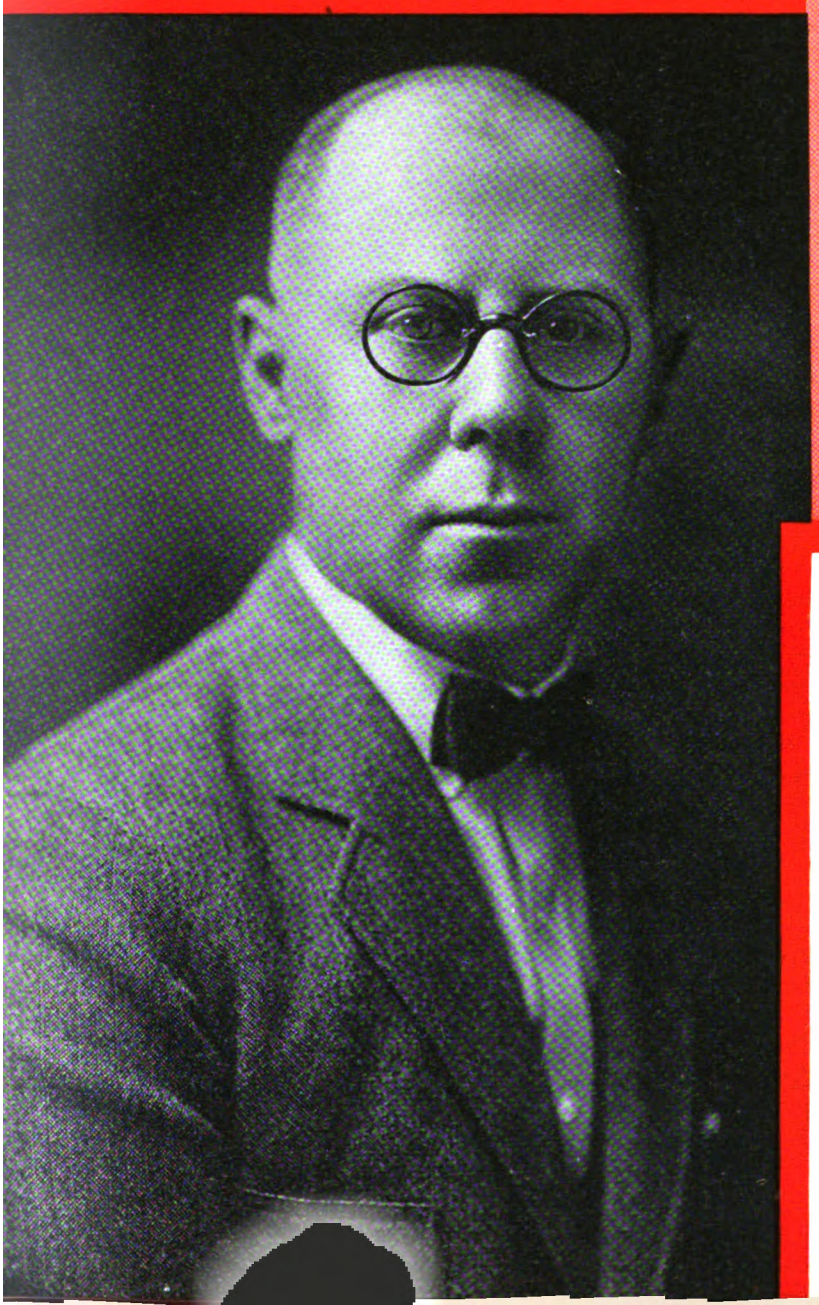
By B. CHRISTIANSON

Divisional Merchandiser, Montgomery Ward & Co., St. Paul, Minn.

Four years in Chain Store Work have taught me that many independents and the syndicate stores are not so far apart in their methods. The main difference is that the chain stores do things better. They have to do things well for they do not *dare* do otherwise.

—B. Christianson

Addressing the Convention of Minnesota Retail Hardware Association, at Minneapolis, Minn., Jan. 23, 1936.



THIS is not a talk in defense of the chain store or in condemnation of the independent dealer. I have known chain stores I would not defend, and I have also enjoyed the acquaintances of independent dealers whom I am not competent to criticize.

It has been my good fortune, as some of you know, to number among my acquaintances some of the finest, brainiest hardware merchants in the United States. It is far from me to underrate the thought, the energy—the long hours of time, as well as the ability and experience which have been poured into their business. Success has come to these men because they merchandized better than the average.

Digitized by Google

More

Chain store managers must operate efficiently and profitably, must make changes in display and selling practices or lose their jobs. Are not permitted to stay unless successful. Would be fired if they ran store like many independent dealers, says Mr. Christianson. They reduce inventories and obtain turnover. Displays encourage sales and store traffic. Concentrate on selling job.

When I suggested discussing this topic under "Why Chain Stores Sell More," I did so because I am confident that such methods as they use will produce more business. After all, it is "more business" that spells the difference between success and failure. You all know what an additional "gross" (or margin if you wish to call it) would mean to your business if it was obtained without any additional expense.

Another known factor is that margin comes from sales. If one store or one kind of store sells more, they have that much additional income in their business to cover their expenses and to put by as profit at the end of the year.

Training Needed

Today for various reasons, the business of retailing has become a risky complex vocation demanding scientific training and study. Lacking this training and not giving time to analysis or much thought to his problems, any merchant is in a precarious position.

If you think I am overstating this, all you have to do is to look at the profit and loss figures of numerous retail organizations to appreciate the fact that retailing is not merely buying a lot of merchandise, making it available to the public, and then waiting for them to come and take it away. That is not the way business *is* done—that is the way it *was* done.

> "Many a Chain Store Manager has lost his position because he did his job in about the manner that some merchants operate their stores. They think their way of doing is good enough. This is not any reflection on the dealer who is doing a good job, but rather on the one who isn't, and the trouble with the one who is not succeeding is that he doesn't always know it."

Of course no one can learn to run a store successfully by simply reading a book or listening to a talk like this. But where is there a merchant who cannot profit from an enumeration and an analysis of the "good points" (call them fundamentals if you wish) which are the planks in the platform of the successful merchant. These "good points" are working for money-making merchants. They *have* worked for them, and are working for them, and will work for you who have not tried them, if you will give them a chance.

> "Right here we have another reason for the syndicate stores doing a better job. When they are not doing well, ***and they don't know it,*** there is someone in the organization who ***does*** and who will not hesitate to tell them so.
>
> Today I can go into an average hardware store and cut out at least 20 per cent of their inventory, and do more business and make more money after this is accomplished. And why not? Money is made by selling merchandise, not by carrying it."

Four years in chain store work has taught me that many independents and the syndicate stores are not so far apart in their methods. The main difference is that the chain stores do things better. They have to do things well for they do not *dare* do otherwise.

Many a chain store manager has lost his position because he did his job in about the manner

Editor's note:—Mr. Christianson delivered this address at the Minnesota Convention, Minneapolis, Minn., Jan. 23, 1936. He is well known throughout the hardware field, having been a merchant and for many years the secretary of the Wisconsin Association. He has been with Ward's four years and brought to the convention the unusual and highly valuable viewpoint of a former hardware merchant and hardware secretary with the opportunities to study at first hand chain store operations.

Digitized by Google

that some merchants operate their stores. They think their way of doing is good enough. This is not any reflection on the dealer who is doing a good job, but rather on the one who isn't, and the trouble with the one who is not succeeding is that he doesn't always know it.

Right here we have another reason for the syndicate stores doing a better job. When they are not doing well, *and they don't know it,* there is someone in the organization who *does* and who will not hesitate to tell them so.

So it crystallizes itself into this, that first *one must know he isn't doing well* and, second, he *must be able through his own ability,* or that of others, to correct that which is wrong in the methods and practices within his business. Again we have the need of diagnosis, and then a prescription based upon knowledge of tried methods, which can be depended upon to effect a cure.

About six months ago, I was asked by a well-known merchant, a man who has made more than an ordinary success of his business in the past, but who is now finding it increasingly more difficult to make a profit, *just what* the independent store *must do* to be able to survive the competitive pressure of the large syndicate groups.

Praise is Desired

This was not an easy question to answer. I could have given one kind of an answer, but I didn't. Remember it is always easy to be popular with any man or any group by agreeing with the questioner's viewpoint. It's human to crave endorsement of one's opinions and practices, and frequently questions are asked just to get someone to concur with your views.

But not so with this merchant, who inquired in all sincerity. If you think this man was unduly exercised over this, you should know the facts before passing judgment. Less than two weeks after this conversation, a hardware store of the mail order type, was opened up in this city. This store will do $60,000 volume a year in hardware, auto accessories, tires, paint, roofing, housewares and farm equipment. Sixty thousand dollars taken away from this merchant and other like stores. So I answered his question to the best of my knowledge by setting up five different things that I felt would go far in bringing the independent dealer up to chain store efficiency.

Required for Efficiency

I will give these to you one by one, and discuss each in the light of my experience as a retail hardware merchant, as association Secretary, and finally as a Merchandiser of hardware, paints, implements and auto accessories for a large group of stores (108 in number) located in 8 states in the Northwest.

1. Reduce Inventories to Staples or Near Staples, as All That Store Should Carry.

My first reaction when entering the chain store field was the meager assortment of merchandise carried in the various lines whether hardware, paint, farm equipment, or others. I could not conceive that the stores in which I had to work were not losing much business from incomplete assortments and from short lines.

I could see myself boosting the company's sales volume immediately by leaps and bounds by adding to the lines both sizes and kinds not carried in stock at that time. This would have meant increasing the store inventories by 25 to 50 per cent, and thus cutting down the profit possibilities, unless increased sales resulted.

Since then I have learned that this would have been done much to my sorrow. I would have run into many of the various complications arising from slow movement of merchandise, which by the way has a most unwholesome effect on profits.

The steadying influence, the stabilizing so to speak, in the high officials of the firm, who persisted in asking "why" at every turn, soon put me on the right track, and I in turn began questioning my own suggestions before making them.

Today I can go into an average hardware store and cut out at least 20 per cent of their inventory, and do more business and make more money after this was accomplished. And why not? Money is made by selling merchandise, not by carrying it.

I wonder if you have a ready answer for the "why" of everything you do. For instance, why do you carry seven price lines in hammers when three will take care of your various classes of trade, and so on? There is much in every store in the way of merchandise, and methods, that wouldn't stand up under the searching analysis involved in finding an answer to that little pest of a word, "why."

Finally I won approval of a considerable number of items to add, several hundred to be accurate, which were immediately placed at the disposal of the stores. My guesses were fairly well made in many of these. Other items suggested I found moving much more slowly than I anticipated. Some of these were finally removed from stock, and the stores did not lose business thereby. Remember that all the time I was far within the limits of the assortments, and items, carried by an average hardware store as I had known them.

Meeting Demand With Four Sizes

Here is one item that will illustrate what I mean to convey. I was much disturbed over the lack of tin pot covers in the various stores. I knew every hardware store had loads of them in all sizes from 6½ up to 13½ or larger.

I secured the listing of an assortment in about fifteen sizes with a display rack to fit. Seventy-two stores were instructed to stock these covers, and then I began to check on reorders to see what sizes were selling best. Experience soon proved that four sizes took care of about 90 per cent of all demand, and now our stock in each store consists of these four selling sizes only. The present stock turns rapidly, and contributes its share to the profits,

Digitized by Google

but "Oh, what a headache" in getting rid of the superfluous sizes.

Right here I want to make a point which will come up for further discussion later, and that is: This pot cover episode *happened one and a half years ago.* Today *there are no slow moving* pot covers in these 72 stores. Those that did not sell had to be moved at any cost. There was no *choice.* My instructions were specific. So I got rid of them.

May I ask you this question? When you find an item that is not moving, do you immediately set out to get rid of it, or do you just push it over on the shelves and leave it there expecting that through some miracle it will finally create its own demand, and sell out?

That is not merchandising. It is playing store. If you had to move them, you would. But with no one to wield the big stick, it is easy to let things go from day to day. Now is it not?

Point number 2 has a wide bearing upon profit making rather than any increase in sales.

Right here I want to bring out this thought. To be a successful merchant, you must merchandise well and operate well. These are two separate duties and both must be given equal attention.

In spite of this, only one side seems to have been recognized in the past by you merchants when you have been dealing with meeting chain or syndicate store competition.

You have placed all the emphasis on merchandising—especially pricing. Right merchandise and right prices are fundamental. It is a good place to begin, but you must go further. You must operate efficiently and economically.

You can take a lesson from the chains, and that is why I will talk on some phases of operating such as seem to have the greatest bearing on profit-making.

2. Set Payroll Percentages Beyond Which Your Store Must Not Go, and Then Live Up to Them.

By this I mean setting a figure covering all your selling and non-selling help as a percentage on sales, such as you know you can afford, and still leave enough for other expenses, as well as a profit, out of the margin you get on your merchandise.

Payroll (you call it salaries) is a big item in your expenses. It can be controlled even if sales fluctuate. Unless it is controlled as sales go up and down under pressure of seasons, and varying demand, you can't help but lose money every time your sales go down. What do you think of a total payroll expense as low as 5½ per cent and from there on up to 7 or 8 per cent? That is the kind that produces profit. From 10 per cent and up it becomes dangerous. That does not mean equalized over the year, but whenever it reaches a high point of this figure.

When the independent merchant pays about as much for the same, or identical merchandise, as the chain store is selling it for, then something is radically wrong. I do not imply that the chain store pays too little or the independent too much, considering the conditions which surround the distribution of merchandise, through these two channels. Both are justified, under their present set-up. The two methods are not competitive, however.

If 10 per cent was your maximum beyond which you could not go, and if you had records which showed you each week just what the relation of this very important figure was to your sales, what would you do if the figures began to creep up beyond this and you knew you were losing money? Maybe losing a little one week wouldn't be so bad, if it wasn't for the fact that this loss might equal your next week's profit, so at the end of the two weeks you would not have anything left. Surely you would not sit there and do nothing about it.

Chain stores do not allow store managers to have many losing weeks. If the payroll goes up until the percentage to sales is too high, it is brought in line. Again, there is no choice. Figures coming into the central office must show that something is being done about it. A reorganization of personnel is made, if necessary. Cutting down the force or bringing in new men at a lower figure may be resorted to. Again, *payroll* is brought under control and the store continues to show profit. The important part of this is that it is done. There is always a way when you *have* to do a thing.

I know what many of you are thinking about—"Those cold-blooded corporations—They can do it but I can't." *There is no such a thing as can't—if you must.* It would be more heartless for a merchant or a corporation to continue losing money until they were broke, leaving a group of faithful employees without any way of making a living. Is it not better to reduce their earnings somewhat and be able to assure them of an income in the future, even if slightly less than their present earnings?

I have watched this controlling of payroll percentages so as to keep them below the danger point for several years, in over 100 stores, and I know it can be done and without any great sacrifice on the part of the employees. I wouldn't care to employ a man who was indifferent to my success—who did not care whether the business that was contributing his earnings was losing money or not. By analysing your expenses weekly and bringing them in line with your sales, you will have taken the first real forward step towards making a profit in your business.

Number three has to do with *"Set Up a Markup by Lines Such as Will Result in the Necessary Gross Margin Needed to Cover Expenses and Show a Profit as Well."*

It is too well known to need any argument that you can't mark all merchandise so as to carry the same gross. But you can equalize it by lines with an occasional variation by items. Just so the gross on your housewares, for instance, remains at a certain figure.

How to do this is very simple. Every merchant has enough competitors so he does not need to worry about what he is going to ask for merchandise. He can't get any more than the dealer across the street, whether it is a mail order store or a private owned chain. If he is a smart merchant, he will not attempt to set prices that are higher than his competitors. It does not do any merchant good. Sometimes we are out of line until some customer points out to us that we are higher than someone else.

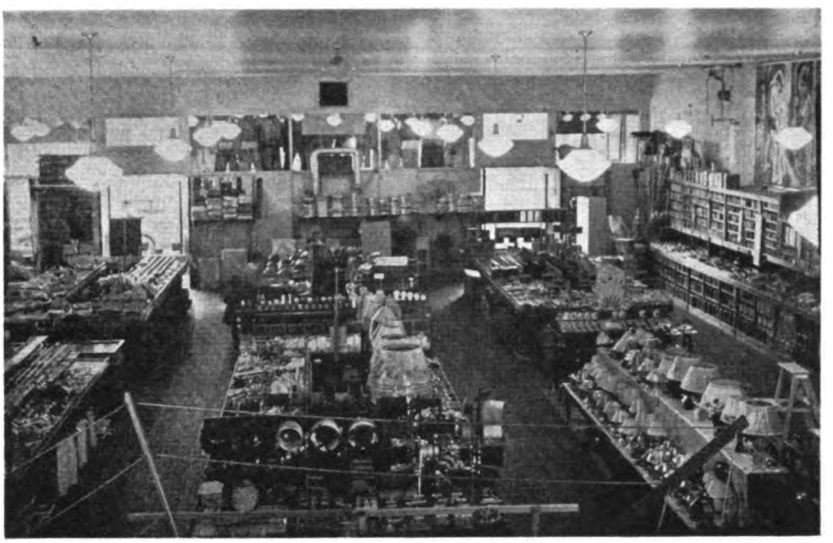
After figuring the markup needed in each line to bring you in the necessary gross, all you have to do is to deduct this amount from your selling prices, and the balance is all you can afford to pay for the merchandise.

Listen to this: *If you are a good*

(*Continued on page* 108)

Digitized by Google

Aggressive Policy Adopted by Philadelphia Hardware



Interchangeable table tops enable entire table displays to be moved about as desired without disarranging the displays

THE new Madway's Hardware Store, at 5712 North Broad Street in Philadelphia, has been open for business less than a year and a half. Yet this establishment is already being enlarged by 2500 square feet of floor space, to more adequately fill the needs of its many customers.

The secret of this tremendous success in such a short period may be relegated into two principal factors. The first is the location. The store is situated in a new and thoroughly modern business section that has sprung up near the terminal of the Philadelphia Broad Street Subway. Not only is this a thickly populated district in itself, but the thousands of commuters from the outlying suburbs, who use the subway to and from the city, must change at this point for their buses or surface cars that take them beyond the end of the subway line. Accordingly, all these people are potential customers of Madway's.

Policies

The second, and most important factor leading to the business success of the Madway store are the clever and unique merchandising policies for which this store has become known. Meyer D. Madway, who runs the business, keeps the name of Madway constantly before his potential customers. In fact, the name of Madway has reached a great many more people than the immediate territory, having received excellent publicity in even the New York City newspapers.

When his store was first opened, Mr. Madway installed large placard ads in the subway cars. These were not small signs lost among the many near the roofs of the cars. Instead, his placards were placed on the walls near the doors, at eye level. This advertising was run for several months, so that the subway rider is very unobserving indeed who is not familiar with the name of Madway.

Madways Noticed by Newspapers in New York and Philadelphia

To supplement these car ads, Mr. Madway placed extensive newspaper advertisements. In addition he distributed 100,000 complete catalogs in all the sections from which his store would draw. As a consequence of this extensive and well-placed advertising, Madway's jumped before the public eye with a bang.

Then the store itself presents an appearance that speaks the last word in modernity. The blue and silver front borders three large show windows and two main entrances. As would be expected. these show windows are changed weekly, and are used to remind of seasonal trends.

The inside of the store consists of one large rectangular room with 5000 square feet of floor area. There are no columns or wall offsets to mar this area. Practically all the displays are on flat tables and in low wall cabinets. Mr. Madway does not believe in keeping a cellar full of stock. Except for strictly seasonal merchandise,

Digitized by Google



"The Evolution of Tools," a mural by Bertram Goodman, an outstanding feature of the Madway Store in Philadelphia

every bit of his stock is in the store on display. Such vast displays lead to an increased turnover and facilitate keeping records for restocking.

Another factor that has increased customer purchases is the policy of keeping all floor displays below eye level. Thus a customer in any part of the store has a clear view of every section. A display in the farthermost corner may catch his eye and lead to an additional sale.

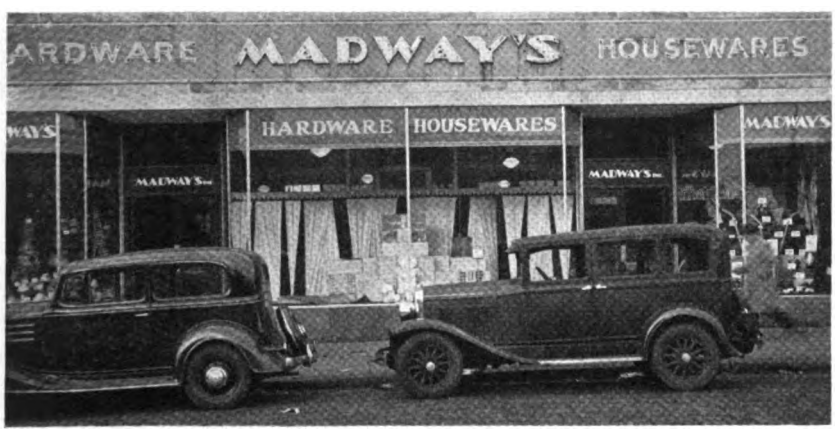
Display Tables

An interesting feature of the store are the display tables. These were built from Mr. Madway's own design. The glass facing that extends around the edge of each table is set in a groove, so that a complete view of the articles displayed can be seen. This is in contrast to the tables used by many stores where a wooden shoulder extends up to hold the glass, thereby cutting from sight a good section of the display.

An even more interesting feature of the tables, however, is the fact that all table tops are interchangeable. For instance, if it is desired to move a table display from the rear of the store to the front, it is unnecessary to tear down any part of the display. Instead, the entire top of the table is lifted out and carried to the other table, the display moving undisturbed. What a timesaver this is can be well appreciated by the dealers who must completely dismantle all table displays that they move.

The wall cabinets are of the modern type, built low so that little of the displays are above the eye level. The tool and hardware section extends half the length of

(*Continued on page* 150)



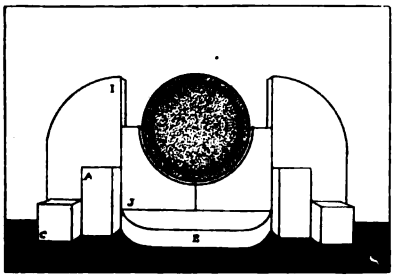
Plenty of window display space helps call attention to Madway's. The front is blue and silver.

Digitized by Google

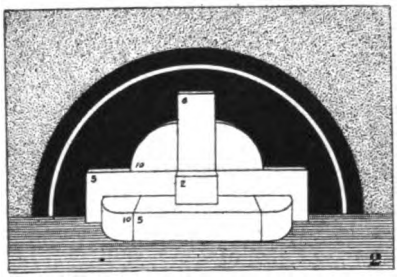


Spring is Just Around the

FOREWARNED is forearmed, and advance ideas that you can use for luring the customer's dollar into your hardware store are doubly valuable. When the first buds are beginning to show on the trees will be too late to begin planning your spring windows. Now — during these long winter evenings—is the time for the display man to be turning over in his mind the "knockout" displays that will seem to be last-minute ideas that appeal to the home owner who is looking for needs and wants in the hardware store. True, he will come to you for those items that demand supply at the time, but your job is to present so many and varied items that he will buy far more than he had any idea of purchasing. That is the whole idea of display as practiced by those big competitors who seem to get the public in the habit of shopping in their stores.



Here are the interchangeable fixtures for these displays ready for the merchandise.

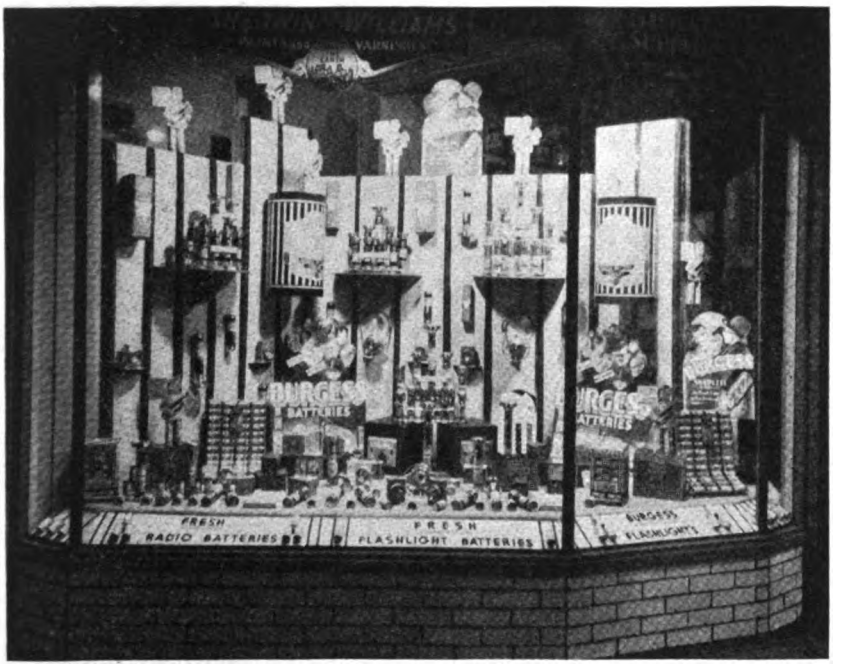


You can build up the habit of shopping in your hardware store by anticipating the seasons, special events and holidays and working them into your window displays. This department of HARDWARE AGE is designed for just that purpose, so that you may, without undue time and effort spent in planning ideas, present your seasonal goods in the most appealing way that our artist-display man is capable of. With this issue we have advanced the suggestions so that you will

Digitized by Google



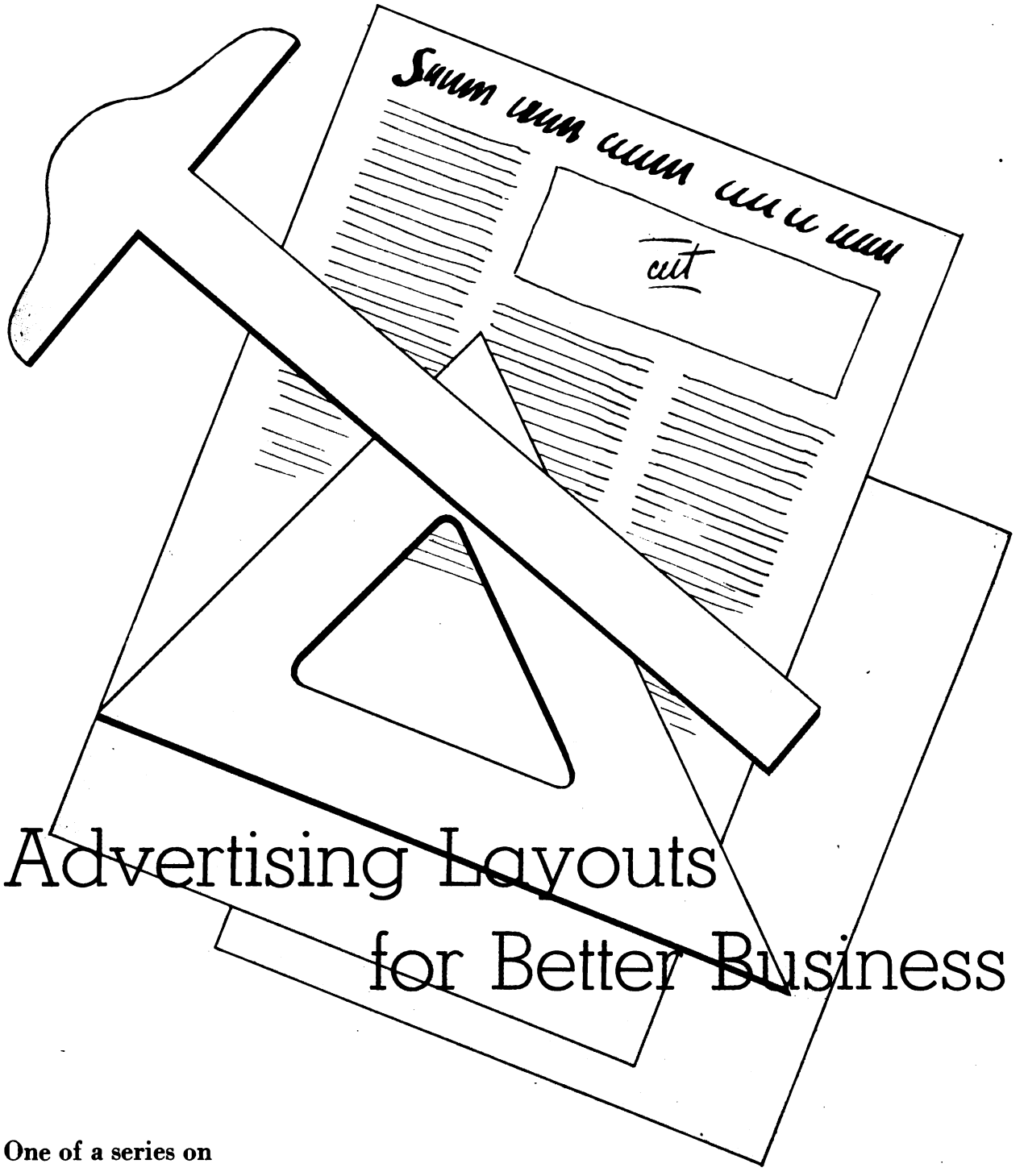
Corner—Get Ready Now



Excelsior Springs (Mo.) Hardware Co. using Hardware Age interchangeable fixtures.

have time to plan their arrangement and, in addition, you will find the HARDWARE AGE interchangeable display fixtures a great help in cutting down the time required to dress these windows. Here are presented the skeleton arrangements so that you may see them as they appear before the merchandise is placed upon them. They, of themselves, form a good composition and the merchandise appears at its best when presented with the fixtures as a background. You can obtain a set of instructions for building these fixtures without any obligation if you are a reader of HARDWARE AGE. Thousands have already obtained these instructions and there are ample supplies available. If you have not sent for yours, do so today.

Digitized by Google



Advertising Layouts for Better Business

One of a series on

A Simplified Method of Layout Design

I. Triangles in Layout Construction

By E. H. BROWN

THE layout bears the same relation to an advertisement that the foundation does to a house. If the layout is well designed and substantial, the structure erected upon it will withstand the storms of competitive advertisements, will attract and hold the reader's restless eye, and, other things being equal, will result in drawing customers to the advertiser's place of business, in creating additional sales. Conversely, if the advertisement is built upon a poorly designed layout or upon none at all, it is liable to be like the house built upon the sands—disappointing in its results, to say the least.

Outside of advertising circles, layouts appear to be a deep mystery, or, if the term is understood, it is often assumed to be merely a technical term invented to disguise

Digitized by Google

a really simple process, just as morbillium is the Latin word used by physicians for the old familiar measles.

Layout, however, is not quite so simple as that. True, it is the skeleton upon which the flesh of the advertisement is hung, but as the framework is good or bad so will the final advertisement be weak or strong. The prime function of the layout is to get the reader's attention. Getting attention is the first step toward selling, the object of all advertising.

Basically, the layout is concerned solely with design. It has nothing to do with the language used in the headlines or text: by design and arrangement it does attempt to show the proper and most effective locations for those headlines and text, as well as for the illustrations. It does not enter into the selection of what shall or shall not be advertised: it does try to display the chosen merchandise or service most attractively. It has nothing to do with the prices at which the commodities shall be offered: it does aim to bring those prices effectively to the attention of the readers.

There have been almost as many methods advanced for the construction of good layouts as there have been solutions offered to the problem of what to do with used safety razor blades. All of these methods are excellent so far as they go, but most of them are so complicated that the layman finds difficulty in mastering them and applying the knowledge. Further, many of these methods aim solely at layouts for large advertisements or magazine advertisements, thus having comparatively little value for retail merchants and other non-national advertisers. Hence the subject, instead of having been clarified, is for the vast majority of users of advertising space still shrouded in the original veil of mystery. Advertisements continue to be prepared in a hit-or-miss fashion with little regard for basic principles of design.

A.B.C. of Layout

The method of constructing layouts presented here is offered in the hope that the subject may be made as simple as A.B.C. The author admits that the experienced advertising man rarely resorts to geometrical forms in designing his advertisements. This is not, however, because those forms are wrong, but because the advertising expert knows instinctively the proper places in the advertisement for effective display. The reader who masters the simple method presented here will soon find himself possessed of that same instinctive facility.

Many beautiful and effective layouts may be designed which will not conform to this method of construction. But these are exceptions, and it must be pointed out that every advertisement built upon the geometric system will result in a well-balanced advertisement attractively displayed—whether it is prepared by the professional advertising expert or by the layman. In addition to its simplicity and its unfailing success, the geometrical method is applicable to all types of advertising — magazine, newspaper, trade paper, booklets and catalogues: in fact, to the entire gamut of printed advertising.

Whether consciously planned or not, practically all effective advertisements follow a geometrical pattern of some description. The pattern may be simple or complex, it may leave the realm of figures and enter the world of the "steelyard balance," but almost invariably it is there. Whether the advertisement runs long on white space and short on text, or whether the reverse is true; whether the advertisement is generously illustrated or is without pictures; if the adver-

(*Continued on page* 122)

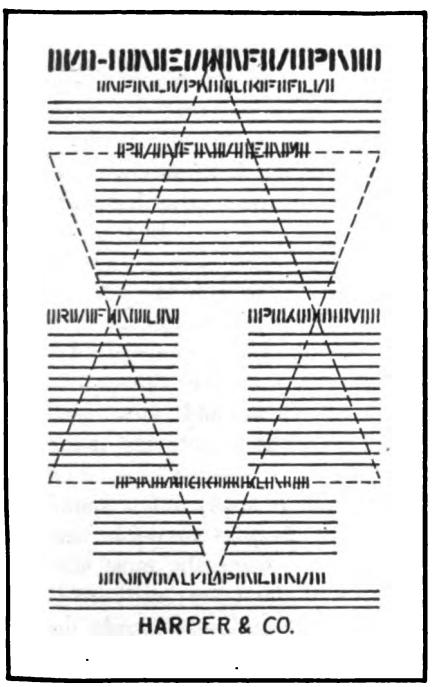


FIG 1

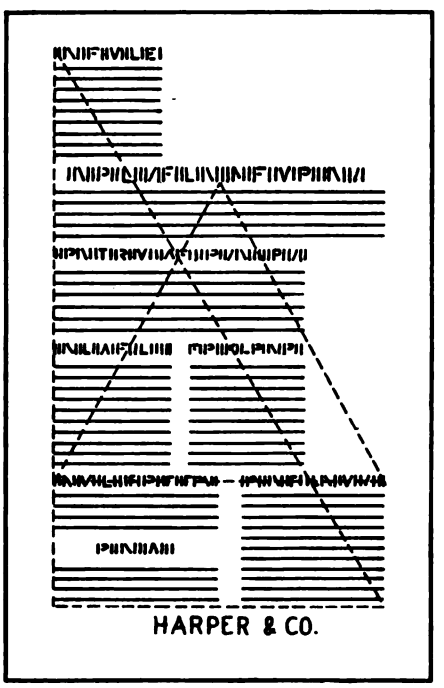


FIG 2

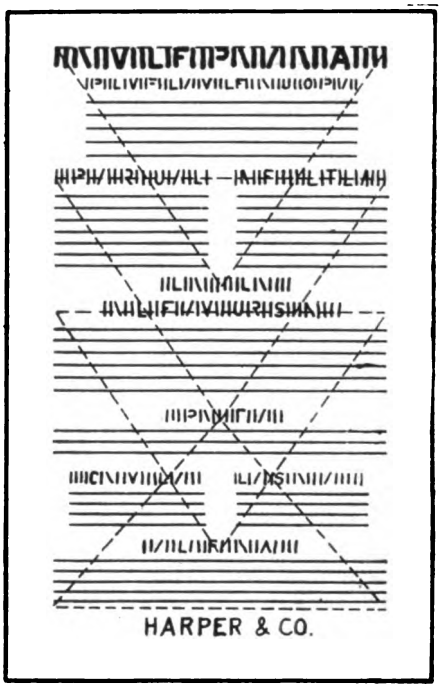


FIG 3

Digitized by Google

The Danger of Direct Buying

By H. A. CHURCH*

General Manager, Lux Visel, Inc., Elkhart, Indiana

DURING 1935, national income in America was over 7 billion dollars "short" of a normal prosperous year, according to available statistics.

Compared with a nine billion dollar shortage in 1934, and an eight billion dollar shortage in 1933, the past 12 months have reflected a substantial improvement in general business and economic conditions.

Yet, compared with a shortage in national income of nearly six billion dollars in 1932, the past three years have proven to be more troublesome, than any similar period in the entire economic history of America.

During no other similar 3-year period has national income fallen short of normal requirements by the grand total of nearly 24 billion dollars. Neither have we, as a nation, tried so many experiments with economic distribution and credit, as during the past 15 years.

Back in 1920, we decided to experiment with the distribution of merchandise and eliminate the middleman (jobber) by delivering goods from the producers direct to retailers, as a means of saving money for the consuming public. In simple terms, we were told that items selling for $3 could be cut to only $2 and we could put the $1 saved in stocks and bonds and live happily on the interest from our savings ever after.



H. A. CHURCH

Rather than carry this saving around in their pockets, and to show their appreciation, the consuming public decided to "invest" its potential surplus funds in subdivisions, apartment houses, and stocks and bonds beginning in 1925, making their first acquaintance with the bond salesman and stock broker.

Logically enough, if the nation could live and prosper on the interest from its own savings, why not use paper "credit" to buy more stocks and bonds on margin, and thereby get rich more quickly. That opened the way for the next economic experiment, beginning in 1927, using the people's "bank deposits," as a means of private credit.

Apparently, not every person in America had been benefited by the new experiment with direct buying and free credit, so in 1933 we decided to do something for the forgotten man.

If we could have prosperity by eliminating the middleman (jobber), why not eliminate or curtail the hours of labor; the production of wheat, cotton, corn, hogs and other livestock; and have a greater abundant life.

Because the middleman had previously closed up his place of business, moved out and joined the unemployed classification, without receiving rent for the property he vacated, that was no good reason why the farmer should do likewise. He demanded pay for his part of this new kind of prosperity.

Since the consuming public was supposed to benefit by the first experiment, they should not object to an extra tax on everything they now buy, including food, clothing, shelter, fuel, transportation, water and the air they breathe to raise the money farmers demanded as rent for their curtailed crops and idle lands.

As in all untried new economic experiments, the consuming public usually suffers. Instead of saving money by eliminating the middleman and buying direct, the American public lost over 40 per cent in wages and profits; went broke sometime during the past 15 years; and now need help to pay their rents and taxes, too.

Now, let us apply a few sound business principles to prove that to be a fact, using the most simple form of elementary arithmetic.

Since distribution is simply the "converting" and "transporting" of natural resources from the

*From an address to the Iowa Retail Hardware Association.

Digitized by Google

farms, mines and factories, into tangible and usable commodities, we as a nation of people must live and prosper not from what commodities cost, but from what they bring.

For 106 years, from 1814 to 1920, according to commercial history, with the exception of only four short periods, our national income was about "three times" the value of our farm products, minerals and productive wages.

Almost everything we possess; every highway; every railroad; every home; every building; and all of our national wealth was created under a "three times prime cost" distributing system, and how can it be otherwise?

Normally, there are approximately 25 million "prime" producers in America, engaged largely in the operation of farms, mines and factories. (The 1928 Government figures quoted the total as 24,675,000.)

The same source of information quoted approximately 50 million "non-prime" producers, including the housewives not otherwise engaged, government and railroad employees, real estate operators, bankers, brokers, merchants and professional people; including school teachers and domestic help.

By simple addition, 25 million "prime," plus 50 million "non-prime" producers, equals the 75 million adult population of the United States of America. Likewise, three times 25 equals 75.

Does that not prove that three times the prime cost of everything produced in America must be the average retail price, otherwise someone must go hungry?

Sets Up "Two-Times Prime Cost"

Securing merchandise direct from the producer in drop-shipments, but invoiced at the jobber's bulk lot cost, or less, naturally eliminates the wholesaler and his employees from any part of the retail price that such "direct shipment" might bring, and sets up a "two times prime cost" distributing system.

This means, for example, that an article costing $1 to produce (prime labor and material cost) must retail for $3 (three times prime) . . . the distributing system that buys direct and brings in only $2 for the items (two times prime) naturally deprives someone of the other $1 as wages; cuts national income by one-third; and creates unemployment.

That is the direct buying method by which thousands of retail stores found it possible during the past 15 years to feature advertising slogans, such as . . . "we sell for less . . . be thrifty . . . trade here and save," . . . yet, the more the public saved, the poorer the public got.

Prime costs during 1935 including the "value" of the farm products, minerals and producing wages, total about 19 billion dollars.

Multiply that by a factor of "3" and national income during 1935 should have been 57 billion dollars.

National Income Cut

Yet, national income last year was cut to less than 50 billion dollars, which was 7 billion short, because about 40 per cent of our commodities were distributed through the "two times prime cost" direct buying system.

Since this shortage in national income during 1935, represented the needed funds to give 10 million people regular jobs (wages) we simply borrowed the equivalent to feed them, through AAA, TVA, CWA, PWA and WPA projects, and burdened the independent retailers with the job of collecting all forms of new taxes, in the hope of recovering the difference. How can we pay taxes to maintain governments plus the cost to support a vast army of unemployed, and still have prosperity? We can't, and here is the proof.

In 1935 it cost about 22 billion to provide food, shelter and clothing for America; 19 billion for prime costs; and 16 billion taxes to maintain our Federal, State, school, city and town governments. Add that together, and it totals 57 billion dollars.

Since we received less than 50 billion as national income, forcing us to borrow the difference. does that not prove that the "two times prime cost" direct buying system must go, or we must decide to pension, not the old folks alone, but the younger folks, too.

It differs little on what standard we set the value of the dollar, money inflation could give only temporary relief; the "two times prime cost" direct buying system could only force national income to a lower ratio regardless. The direct buying system makes it much more difficult to earn a new dollar and keep it. In fact, it actually takes dollars out of circulation by cutting the retail price, which in the end only cuts national income.

Happily, the business cycle turned when the index basic commodity cost increased over 30 per cent greater than the price differential formerly enjoyed by the "two times prime cost" direct buying system. No longer can that system compete with independents who draw their merchandise from the wholesaler's low cost warehouse stocks.

Proof of that comes from a press report dated December 23, 1935, crediting the president of the A & P with a well thought out program that will help solve much of the difficulty. He says in part.

"The fairest and most workable plan would be to sell our stores to local managers in states where discriminatory taxes are passed, and enter into the wholesale food business."

Should Pay An Equalization Fee

Almost 350,000 retail stores in America operate on the "two times prime cost" direct buying system, with annual sales totaling almost 16 billion dollars. Since these stores are directly responsible for the 7 billion shortage in national income during 1935, which created more unemployment, they should be willing, in the spirit of patriotism, to pay an equalization fee of not less than a 10 per cent tax on their sales which would help recover one-fourth of the shortage.

Going into the wholesale business will, of course, better solve the problem for possibly 50 thousand of the "direct buying" stores.

(*Continued on page* 118)

Digitized by Google

How They Like It!

What readers say about the Hardware Age Catalog and Directory Number

Standard Ready Reference

PORTLAND, ME.—The Directory was received in perfect condition, and is exceedingly useful for a quick reference. It is kept in the file of catalogs used every day, and has become a standard with us as a ready reference.

J. H. DAY, Vice-President,
Emery-Waterhouse Co.

Valuable Asset

FORT WAYNE, IND. — It is always a pleasure to receive the Directory issue of the HARDWARE AGE, as it has proven a very valuable asset to us.



This particular issue is used several times a day in our business, and we find that it has saved us several days time in getting the necessary information on a number of articles, particularly those pertaining to special or repair items that we are called upon to furnish from time to time.

We hope you will continue to publish this issue and keep us on your mailing list.

Thanking you for the cooperation, we are

O. M. WOODS,
Merchandise Manager,
Wayne Hardware Company

Marvelous

HOUSTON, TEXAS—My copy of "Who Makes It?" received in



good order and it is a marvelous edition. I use it very often.

H. W. WILK,
H. W. Wilk Hardware

Best to Date

DECATUR, IND.—This issue of THE HARDWARE AGE Directory will be kept close at hand during the balance of 1935 and during 1936 until the next Directory issue is completed by you. Your September 26th issue appears to be the most complete that you have compiled to this date, and it contains much information of value to the hardware wholesaler, as well as to the hardware retail merchant.

Of especial interest to us is the table of manufactured hardware values and of iron and steel values. For the retail dealer, the price charts on screen wire, rope and sash cord will be of direct value.

The Harmony Color Chart will be a sales assistant to every paint department if used properly.

Every retail hardware store and every jobber and wholesaler should consider your September 26th issue as an important book of reference.

The Directory reached us in first class condition; and, we assure you that we are glad to own a copy of it. If, by chance, you have a surplus supply of these records, we should like two additional copies.

A. H. GERBERDING,
The Schafer Company

Arrived in Good Condition

LOWELL, MASS.—We wish to say that we received our copy of "Who Makes It?" in good condition.



We find it very useful in locating manufacturers and consider it one of the best sources of information that we have in our files.

E. P. PARKHURST, President,
Bartlett & Dow Company

Digitized by Google

Buyers Benefit

PITTSBURGH, PA.—Please be informed we have received the Directory of "Who Makes It?" issued by the HARDWARE AGE, dated Sept. 26, 1935, and have turned same over to our purchasing department for their attention.

This book is put up very nicely and is full of information, and we believe our buyers will benefit by receiving this copy, for which please accept our thanks.

M. E. GOLOMB,
Treas. & Gen. Mgr.,
J. A. Williams Company

Condensed

CHILLICOTHE, OHIO — It appeals to us because it is condensed,



contains only Hardware and kindred items. Thanks.

A. E. HERRNSTEIN,
Chillicothe Hdwe. Co.

In Right Hand Drawer

BATON ROUGE, LA.—Have received the Directory issue. The writer thought so much of it that he placed it in the right hand drawer of his desk so he could reach for it any moment. I filed the last issue and replaced it with the 1935 issue and I am sure it is going to be most helpful; in fact, when one gets accustomed to a Directory of this kind, he is lost without it.

Words are inadequate to express our appreciation of how much we are pleased with our copy of this Directory.

JOHN K. DYER,
Doherty Hardware Co., Ltd.

Everything in One Book

LAKE FOREST, ILL.—The "Who Makes It?" issue of HARDWARE AGE is everything in one book. We use this handy volume about a dozen times a day and feel that it is a valuable asset to the daily routine of business.

O'Neill Hardware Company

Complete

PUEBLO, COLO.—This will acknowledge receipt of the HARDWARE AGE Directory number, titled "Who Makes It?". The book has the appearance of being rather complete and will undoubtedly be of help in finding the manufacturers of certain items.

Assuring you of our appreciation of the book, we are

J. M. HOLMES,
Holmes Hardware Company

Complete, Compact

DULUTH, MINN.—I can readily see after quickly looking through the Directory, that it is going to prove very useful, and I think that you and your associates are to be congratulated on the completeness, the compactness and general excellence of this issue.

I prefer to reserve until later any suggestions or further comments, as I have not had an opportunity to consider this as closely as I want to later on.

P. M. COWAN,
Mgr. Gen. Hdwe. Dept.,
Kelley-How-Thomson Company

An Improvement Over 1934

FAYETTEVILLE, ARK.—We have received the "Who Makes It?" issue of HARDWARE AGE, in very good shape through the mail.



We think very much of the issue, and use it very much. We think it a very complete piece of work and shows very much well-centered effort on the part of HARDWARE AGE. It is an improvement over the 1934 issue, and hope we get to receive the 1936 issue next year.

BERT LEWIS,
Lewis Bros. Co.

Has First Call

GREEN BAY, WIS.—It is used almost daily and because of its convenient size has the first call when we are looking for information.

R. E. ST. JOHN,
Morley-Murphy Company

Used Frequently

HACKENSACK, N. J. — A very useful book. We use it frequently looking up manufacturers.

Romaine Hardware Co., Inc.

Used Daily

CALUMET, MICH.—We find the Directory very valuable and use it almost every day.



Trusting that you will continue to put out this directory, we are

O. W. KECKONEN, President,
Keckonen Hardware Co.

Beneficial

DETROIT, MICH.—We appreciate this Directory very much indeed, and think that it is very creditable to the HARDWARE AGE to publish a Directory of this kind. It certainly should be very beneficial to every one engaged in the hardware business, and we thank you very much indeed for furnishing us with this information.

A. H. NICHOLS,
Buhl Sons Company

Every Store Needs It

ST. LOUIS, MO.—Wish to advise you that we received the book "Who Makes It?" in very good condition.

We have the opportunity of using this book often, and think it is a very fine publication—it should be in every hardware store.

BERNARD G. GUDE,
South End Hardware Company

Digitized by Google



HARDWARE AGE FIFTY-YEAR CLUB

MEN who have given a half a century or more of service to the hardware business merit some special recognition, as well as the acclaim of the entire industry. The Hardware Age FIFTY-YEAR CLUB is dedicated to that purpose. There are no dues, obligations, rituals, conventions, or assessments, and men who entered the hardware business prior to 1885 are eligible. HARDWARE AGE salutes these half-century veterans and will welcome additional members:



GEORGE H. HARPER

GEORGE HOUSTON HARPER entered the hardware business in May, 1893, and has since become one of the best-known hardware men in the country. As a salesman for the National Enameling & Stamping Co., with his headquarters at 1901 Light St., Baltimore, Md., he has always taken an active interest in trade conventions, and has a record of attendance at such gatherings that has few equals. He was present when the American Hardware Manufacturers Assn., was organized at Cleveland, and has missed only one meeting of the National Wholesale Hardware Assn., and but two conventions of the Southern Hardware Jobbers Assn. He served for many years as chairman of the Entertainment Committee's of all three associations. His name is inscribed on the Roll of Honor of the Old Guard of the Southern Hardware Jobbers Assn., of which organization (Old Guard) he is a past president. Most of the more than 50 years he has been affiliated with the hardware industry have been spent with Nesco. An article published some years ago in a New York magazine stated that the phrase "Let George Do It" was coined for him. On the occasion of his golden anniversary in the hardware business, a friend expressed the belief that George knew more hardware jobbers than any one in America. At 66, Mr. Harper's hobby has been and is "selling goods."



EMIL G. CLESS

EMIL G. CLESS, city salesman for the Luthe Hardware Co., wholesale, Des Moines, Iowa, entered the hardware business in 1885 as invoice clerk for J. D. Seeberger, who was then a Des Moines hardware jobber and dealer. During the 14 years he remained with that company he served as a general salesman in the retail department, and later as a traveling salesman for the wholesale department. Leaving the company in 1899, Mr. Cless, in partnership with his brother, opened a retail hardware store at Lenox, Iowa. After operating the business for 11 years, the store was traded for a farm in 1910, and Mr. Cless returned to Des Moines to become assistant sales manager for the Luthe Hardware Company. After remaining in that position for 10 years, he assumed his present position, at which he has been engaged for the past 15 years. When the company was reincorporated in 1918, Mr. Cless purchased some stock in the firm, which he has continued to retain. He has gone through all of the chairs in the Masonic Blue Lodge, and is a district Masonic lecturer, as well as treasurer of his lodge. He is also a member of the M. E. Church, and has been on the official board of the Church for 25 years. His family consists of his wife, three grown sons, and a granddaughter. At 68, his greatest pleasure is in meeting his customers and in making sales, and his hobby is listening to the music of good symphonic orchestras.

Digitized by Google

Who Makes It?

Information regarding sources of supply as provided readers of *Hardware Age* by the Who Makes It? editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue published on Sept. 26, 1935. When writing to the firms mentioned, state that you saw the product listed in *Hardware Age* "Who Makes It?" section or issue.

GREENWOOD, S. C.: Where can we get repairs for the stoves formerly made by the Rathbone-Sard Co., Albany, N. Y.?—Gambrell Hardware Co.

ANSWER: Standard Gas Equipment Corp., 18 E. 41st St., New York City.

* * *

MIDDLETOWN, N. Y.: Who makes revolving brass window ventilators for installing in the glass of windows?—Ayres & Galloway Hardware Co., Inc.

ANSWER: Protective Ventilator & Screen Corp., 17 E. 129th St., New York City.

* * *

SAUGERTIES, N. Y.: Where can we purchase a printing press that can be retailed for about $10—P. C. Smith & Son.

ANSWER: Sigwalt Mfg. Co., 2011 N. Lawndale Ave., Chicago, Ill.

* * *

GRANT PASS, ORE.: Who makes the Vasculator glass coffee maker? —Rouge River Hardware Co.

ANSWER: Hill-Shaw Co., 3112 Desplaines St., Chicago, Ill.

* * *

CHATTAHOOCHEE, FLA.: Furnish name and address of the maker of a machine designed for cutting up old automobile tires in forms suitable for use in making door mats. —I. Kwilecki's Sons.

ANSWER: Fabrix, Inc., 325 W. Huron St., Chicago, Ill.

* * *

TEMPLE, TEXAS: Who makes the Ruxton Multi-Vider rule?—Temple Hardware Co.

ANSWER: Ruxton Multi-Vider Vider Corp., 420 Lexington Ave., New York City.

* * *

AUBURNDALE, FLA.: Provide names and addresses of several makers of excelsior manufacturing machinery.—Auburndale Hardware and Paint Co.

ANSWER: R. R. Howell & Co., Malcolm Ave., S.E., Minneapolis, Minn.; Indianapolis Excelsior Machinery Co., 421 W. South St., Indianapolis, Ind., and Crescent Excelsior Machinery Co., East Pratt St., Indianapolis, Ind.

* * *

POUGHKEEPSIE, N. Y.: Who makes rubber suction gadgets such as hold small devices onto windshields and glass surfaces?—D. D. Davis.

ANSWER: Elastic Tip Co., 368 Atlantic Ave., Boston, Mass.

* * *

HUTCHINSON, KAN.: Where can we buy a double dial clock?—The Frank Colladay Hardware Co.

ANSWER: Twinface Clock Co., 551 Fifth Ave., New York City, and Concord Watch Co., 10 West 47th St., New York City.

* * *

JERSEY CITY, N. J.: Who makes Carbola, used as a whitewash and disinfectant? — Finkelstein's Hardware, Inc.

ANSWER: Carbola Chemical Co., Natural Bridge, N. Y.

* * *

FAR ROCKAWAY, N. Y.: Furnish address of the manufacturer of Ericson Hi-Speed sanders. — Gem Hardware, Inc.

ANSWER: Ericson Speedmatic Co., Inc., 339 East 23rd St., New York City.

* * *

BERWYN, ILL.: Where can we obtain repairs for Ives toy railway trains?—Tom Jansky Hardware.

ANSWER: Lionel Corp.. 15 East 26th St., New York City.

* * *

DUBUQUE, IOWA: Where can we purchase a punch suitable for punching catalogue pages for a Kalamazoo catalogue binder? — Kretschmer-Tredway Co.

ANSWER: Remington-Rand, Inc., 205 East 42nd St., New York City.

* * *

CRESTON, IOWA: Where can we get repairs for a Newport .410 ga. shotgun?—Mahan Hardware Co.

ANSWER: This is a special brand of Hibbard, Spencer, Bartlett & Co., wholesale, 211 East North Water St., Chicago, Ill.

* * *

MANSFIELD, OHIO: Furnish names and addresses of several manufacturers of miners' hats and caps.— The Wagner Hardware Co.

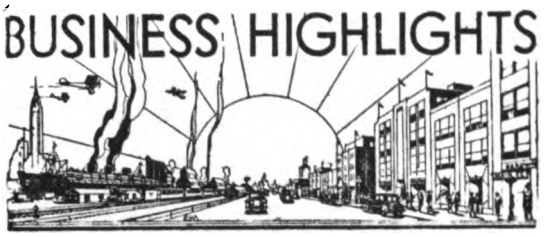
ANSWER: Mine Safety Appliance Co., 230 N. Braddock Ave., Pittsburgh, Pa.; Wilkes-Barre Cap Mfg. Co., Wilkes-Barre, Pa., and Hardscog Mfg. Co., Ottumwa, Iowa.

* * *

RIDGEWOOD, N. J.: Who makes Furn-X? — Ridgewood Hardware Co.

ANSWER: Acme White Lead & Color Works, Detroit, Mich.

Digitized by Google



HOW'S the

February 13th 1936

ADVANCES BECOMING EFFECTIVE

Door Checks — Perfection Oil Gates
Plumbers' Oakum — Pottery Plumbing Ware
Star Expansion Bolt Anchors, Etc.

DECLINES BECOMING EFFECTIVE

Cotton Sash Cord — Oiled Clothing
Micklin Corners — Seine Twine, Etc.
Safecote Rubber-covered Wire

ADVANCES BEING ANTICIPATED

Builders' Hardware — Sweat Pads

Star Expansion Bolt Company have issued a new discount sheet, effective February 17, including several advances in the prices of bolt and screw anchors and shields, the second mark-up from the October, 1932, levels. New prices to the trade are as follows, with lists unchanged:

Tampin Machine Bolt Shields—60 per cent, formerly 65 per cent.
Loxin Galvanized Shields—65 per cent, formerly 65-10 per cent.
Sebco and Starlag Lag Shields—75 per cent, formerly 72½-20 per cent.
Scruin Screw Anchors—72½ per cent, formerly 75 per cent.

Other changes were made on less staple items, but prices were not changed on Slugin bolt anchors, concrete inserts, Dryvin nail anchors, Springin toggle bolts, or on drill points.

* * *

The price-drop on cotton sash cord, mentioned in a previous issue, has varied from one cent per pound on competitive grades, to four cents per pound. The well-known Samson Spot and Silver Lake sash cords were reduced four cents, which represents the approximate amount of the former processing tax. Wholesalers have received mark-downs of about 10 per cent on seine twine, trot lines, and staging twine. Oiled clothing has been reduced about 10 per cent. Quotations on plumbers' oakum were raised 10 per cent.

* * *

In line with the advance, recently reported, of 10 per cent on plumbing enameled ware, a similar mark-up is now in effect on pottery-ware items.

* * *

All leading manufacturers of door checks or closers have announced a 10 per cent price increase, effective February 10, following the mark-up which occurred last year. There is a very firm price tendency throughout the builders' hardware market.

* * *

A 10 per cent advance was placed in effect February 1, on Perfection oil gates.

* * *

Makers of rubber-covered wire, operating under Safecote licenses, placed in effect on February 1, reductions ranging from 5 to 13 per cent below the previous printed schedule. This was a defensive move against the price-cuts which had been offered by certain non-licensed manufacturers, and which had been weakening the regular price structure. There is still a continuance of the price war on outlet and switch boxes and covers, which is causing some below-cost quotations on certain items.

* * *

Sweat pad makers and their jobbers have been through a recent very low price period on pads, reported by some sellers as causing serious losses to those who were trying to meet all competition. Quotations are still very low, but are steadier, and higher prices are said to be in prospect. Material costs are higher, the decline in the cotton covering fabrics being more than offset by a sharp rise in the cost.

* * *

The Micklin Mfg. Co., Omaha, Neb., manufacturer of Micklin self-squaring corners for window screen frames, etc., has announced a price reduction which places this product in the competitive field for the first time. At the same time the Company has made a counter display and other dealer helps available to retailer.

* * *

Bicycle sales for spring delivery have been very heavy, and while cold waves have lessened the urgency of immediate calls, makers are preparing for another increase over last year's gains.

* * *

Quotations on denatured alcohol, of regular grades, were reduced four cents per gallon on January 31. There was no change at that time on Super-Pyro, or other special grades.

* * *

Hardware stores in some areas do a large supply business with neighboring fur farms—particularly on heavy nettings, hardware cloth, and fence posts. The fur industry is very active, and is accounting for large tonnages of these supplies. The agricultural department has lately reported that silver fox farms will produce more pelts this year than last. Last year the total for which the pelts were sold by fox farmers came to within almost half a million dollars of the 1928 total, but they had to sell almost three times as many pelts for the price. Last year 170,000 silver fox pelts were sent to market. They brought fox farmers $7,114,500, compared with $7,719,600 paid for 60,000 pelts in 1928. New uses for the fur, and a steady consumer demand have made the raising of foxes in captivity an important industry. About half the pelts are produced in Wisconsin, Minnesota and Michigan, but foxes are raised in most northern states.

* * *

Hardware stores with efficient heating and plumbing departments

Digitized by Google

HARDWARE Business?

are watching the fast-growing popularity of air-conditioning installations, and are getting into line for a share of this new money. Manufacturers participating in the International Heating and Ventilating Exposition at Chicago, recently predicted a $750,000,000 business this year for the heating, ventilating and air conditioning industry. They based their prediction on the sales made during the show, the growing interest in air conditioning for home and industrial use, and the fact that most of the large makers of heating, ventilating and refrigerating equipment are entering the air conditioning field. General Motors have recently organized a special division,

(*Continued on page* 142)

The Hardware Age Blackboard
Of December, '35 Wholesale Hardware Sales and Stocks.
By Federal Reserve Districts As Reported To Federal Reserve Banks

Bank Supplying Information	District Served By Bank	% Sales Increase Or Decrease Dec. '35 Compared to Dec. '34.	% Stock Increase Or Decrease Dec. '35 Compared to Dec. '34.
Boston	First	Bank Does Not Compile Data.	Bank Does Not Compile Data.
New York	Second	+ 8.6	− 7.8
Philadelphia	Third	+17.0	+12.0
Cleveland	Fourth	+29.5	Bank Does Not Compile Data.
Richmond	Fifth	+ 5.6	− 2.6
Atlanta	Sixth	+19.9	− 7.4
Chicago	Seventh	+25.3	+15.1
St. Louis	Eighth	+14.6	+ 5.7
Minneapolis	Ninth	+ 2.0	+ 6.0
Kansas City	Tenth	+12.5	+ 5.6
Dallas	Eleventh	+36.9	+ 7.5
San Francisco	Twelfth	+33.9	Bank Does Not Compile Data.

Wholesale Hardware Collections

CHICAGO—The per cent of change from December, 1934, in wholesale hardware accounts oustanding was plus 17.7 per cent; collections were plus 24.7 and the ratio of accounts outstanding to net sales was 183.0 per cent.

ST. LOUIS — General collections during December reflected the high record of efficiency which has marked the past eighteen months. Representative interests reported on December collections as follows: fair, 42.2 per cent; good, 51.0 per cent; excellent, 4.8 per cent, and poor, 2.0 per cent.

SAN FRANCISCO—The percentage of wholesale hardware collections during December to the total amount due from customers (outstanding) on first of month was 50.3 per cent in December, 1935, and 45.5 per cent in December, 1934.

DALLAS—The ratio of wholesale hardware collections during December to accounts and notes outstanding on Nov. 30, 1935, was 52.4 per cent.

NEW YORK — The per cent of wholesale hardware charge accounts outstanding Nov. 30, 1935, collected in December, was 49.4 per cent in 1935, and 48.4 per cent in 1934.

RICHMOND — The percentage of Dec. 1, 1935, wholesale hardware receivables collected during the month was 47.8 per cent.

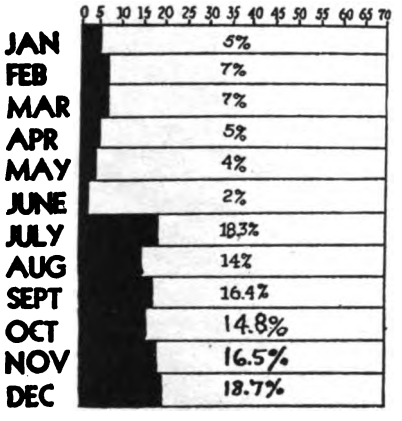
KANSAS CITY—Wholesale hardware outstandings on Dec. 31, 1935, were plus 4 per cent as compared with Dec. 31, 1934, and minus 5.9 per cent as compared to Nov. 30, 1935. The amounts collected in December, 1935, were plus 13.5 per cent as compared to December, 1934, and plus 14.2 per cent as compared to November, 1935.

PHILADELPHIA — The ratio of collections to receivables in December, 1935, was 39; in November, 1935, was 45, and in December, 1934, was 38.

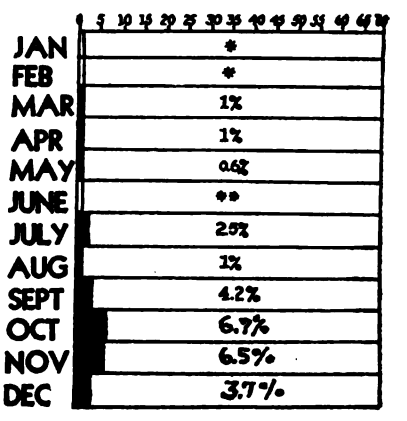
CLEVELAND — The Federal Reserve Bank of Cleveland does not collate information on either general wholesale or wholesale hardware collections.

MINNEAPOLIS — The percentage of wholesale hardware accounts and notes receivable on Dec. 31, 1935, was 99 per cent of those on the same date in the preceding year.

ATLANTA — The collection ratio in wholesale hardware was 41.7 in December, 1935; 41.7 in November, 1935, and 40.8 in December, 1934.



Per Cent of Increase or Decrease in 1935 Wholesale Hardware SALES as Compared With Corresponding Months of 1934. (National Averages.)



Per Cent of Increase or Decrease in 1935 Wholesale Hardware STOCKS as Compared With Corresponding Months of 1934. (National Averages.)

***Indicates decrease of 0.01 per cent.**
****Indicates decrease of 0.7 per cent.**

Digitized by Google

CARLISLE BALDWIN RETIRES AS HEAD OF CABINET LOCK DIVISION OF THE AMERICAN HARDWARE CORP.

Completing a half-century of service in the lock and hardware business, Carlisle H. Baldwin has retired from active participation in the affairs of the Corbin Cabinet Lock Co. division of The American Hardware Corp., New Britain, Conn. At the time of his retirement Mr. Baldwin was general manager of the Cabinet Lock unit and second vice-president of the parent corporation. He has long been an outdoor enthusiast, and he and Mrs. Baldwin are planning to enjoy the Florida climate for the remainder of the winter.

Mr. Baldwin's association with the Corbin Cabinet Lock Co. began in 1899, when he joined the firm as assistant to George W. Corbin, general manager at that time. He was elected secretary of the company in 1904 and treasurer in 1905. When George W. Corbin, president, retired in 1907, Philip Corbin reassumed the presidency for a year, and Mr. Baldwin became vice-president and treasurer. In 1908 he became president and treasurer, serving in that capacity until 1912, when the firm was taken over by The American Hardware Corp. Mr. Baldwin was then elected a director and vice-president of the latter corporation and manager of the Cabinet Lock Co. division, which offices he has since held.

Mr. Baldwin writes us that intimate acquaintance in service under the founders of the business has always been cherished by him as an exceptional privilege and guide to the perpetuation of policies that have made the house of Corbin great, and in commenting upon his retirement, he adds: "Fifty years of constant application to business is a long period in the life of any man, and its conclusion justifies the desire for greater personal relaxation than is afforded by the demands of efficient management, particularly in these strenuous times.

"Although personal ownership of a business makes gradual retirement possible and easy according to the desires of the owner, in highly organized corporate ownership these desires can only be realized by more sudden changes and definite shifting of responsibility to those who must carry on. This line of thought prompted my retirement at this time and provides greater opportunities for those who assume the released responsibilities."

GEO. L. EARLE HEADS NORTH WAYNE TOOL CO.

At a meeting of the directors of the North Wayne Tool Co., Oakland, Me., George L. Earle was elected to succeed his father,



GEO. L. EARLE

the late H. S. Earle, as president and sales manager. John R. Earle, a grandson, was elected treasurer and assistant sales manager, succeeding his father, George L. Earle.

WELFELD HEADS CONSOLIDATED STORES

Louis Welfeld was elected president of the Consolidated Hardware Stores, Baltimore, Md., recently. Other officers elected were: John Rafferty, vice-president; Benjamin Gorfine, treasurer; Louis Schilling, secretary; and Carroll Reed, chairman of the merchandise committee.

EAGLE HDWE. STORES ELECT OFFICERS

Seventy-four members of the Eagle Hardware Stores met in Cleveland, Jan. 10, to hear officers' reports for 1935 and to elect officers and a board of trustees. J. C. Blaser, president; Al Gould, vice-president; Louis Manthey, secretary, and George Eisenberg, treasurer, were re-elected. The following were reelected members of the board of trustees: Robert Bubna, Harry Kozman, Sylvester Betz, and J. G. Scheurerman. Newly elected to the board were: S. J. Carroll, J. S. Barr, John Smolin, Joe Nemeth, and Harold Neiditz.

SUPPLEE-BIDDLE ADDS TO SALES FORCE

The following salesmen have been added to the sales organization of the Supplee-Biddle Hardware Co., Philadelphia, extending their activities in the Metropolitan district: Morgan Morris, Sidney W. Smith and S. Zielstein.

SAVOGRAN CO. ELECTS VERNON VICE-PRESIDENT

At the recent annual meeting of the board of directors of the Savogran Co., in its home office, Boston, Franklin Vernon was elected vice-president. Mr. Vernon has been manager of the company's Washington, D. C., office for the last eight years and will continue in that capacity in addition to his new duties.

LINCOLN-SCHLUETER CO. EXPANDS FACILITIES

Increased sales have made it necessary for the Lincoln-Schlueter Floor Machinery Co. to expand its production and office facilities. The company's offices, at 213-221 West Grand Ave., Chicago, are being enlarged; more space for factory operations has been acquired, and new high-speed production machinery is being installed. The expansion program will enable the company, which is celebrating its fortieth anniversary this year, to keep up with the growing demand for its floor sanding, waxing, polishing and scrubbing machines.

In commenting on the expansion program, Mrs. G. A. Schlueter, president, said that it was due not only to actual requirements, but also to confidence in further improvement in the near future.

Following the death of her husband, Max L. Schlueter, in 1925, control of the company was assumed by Mrs. Schlueter, and the steady progress that has since been made is attributed to her business acumen in the management of the company's affairs.

DEMONSTRATION OF ELECTRIC RANGES



In the basement of Atkinson's hardware store, Brooklyn, N. Y., this group of women saw electric ranges demonstrated. The store cooperated with the Brooklyn Edison Company in showing this large group of housewives the advantages of electric cooking methods. After the demonstration the invited guests were served coffee, cake, etc., prepared on the electric range while they listened to the demonstrator.

Digitized by Google

THE TRADE

IT BECOMES PART OF THE COMMON KNOWLEDGE OF THE HARDWARE TRADE THROUGHOUT THE COUNTRY WHEN PUBLISHED IN HARDWARE AGE

PAINT MANUFACTURER TO OPEN RETAIL BRANCH

Lowe Brothers Co., paint and varnish manufacturer of Dayton, Ohio, is planning to open a branch retail store, about April 1, in the Smith block at 211 and 213 College St., Burlington, Vt. Renovation of the store space will begin soon. A hydraulic lift will be installed to facilitate transfer of supplies to the basement. New electrical fixture of modern indirect lighting design will be added.

MALLEABLE IRON FIRM NAMES NEW GEN. MGR.

Cal. C. Chambers has been appointed general manager of The Southern Malleable Iron Co., East St. Louis, Ill., succeeding V. S. Durbin. Herman N. Brien has joined the firm's staff as sales engineer.

A plant laboratory equipped with modern facilities for the testing of materials and manufacturing has been installed with Charles S. Bunting, metallurgist and chemist, in charge. The company has also made major improvements in foundry equipment and methods of manufacture.

ECKLAND HEADS DEPT. FOR MOREHOUSE & WELLS

H. W. Eckland of Paducah, Ky., has been placed in charge of the industrial department of Morehouse & Wells Co., 805 North Morgan, Decatur, Ill., general and heavy wholesale hardware firm. The company anticipates a heavy demand for replacement and maintenance supplies of all kinds now that industrial activity in most lines is more pronounced. Formerly this type of business has been handled through the firm's regular salesmen, but it is felt that the new plan will be more resultful and profitable.

DAVENPORT ADDRESSES PITTSBURGH ASSN.

Edward Davenport of the Stevens Davis Hotel, Chicago, was guest speaker at the Jan. 24 meeting of the Pittsburgh Retail Hardware Association at the Fort Pitt Hotel. Twenty-four members attended the dinner and the total attendance was 38. President L. S. Kelso presided.

The subject of Mr. Davenport's address was, "Sales—How progressive dealers close them." Ernest Johannesen, secretary of the Baltimore Retail Hardware Association was also present. He announced the program of the PASHA convention and urged as many as could to attend.

BROOKLYN ASSN. SENDS DELEGATION TO CAPITAL

A committee to go to Washington to insure the continuation of FHA financing of major electrical appliances was selected at the monthly meeting of the Electrical Appliance Dealers Association of Brooklyn, N. Y. The meeting which was held Jan. 22, on the roof garden of the Hotel St. George, was attended by 260 dealers.

Herbert L. Carpenter, FHA chairman of the Brooklyn district and Percy Peters and Louis LeWinter, prominent business men and association workers, composed the committee which left for Washington during the week of Jan. 27. The association also advised all connected with the electrical industry to take prompt action on this phase of the FHA by getting in touch with their representatives.

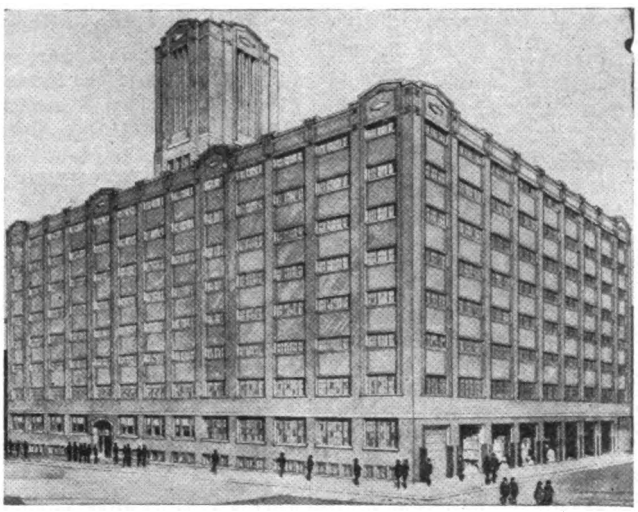
HALL CONVENTION WILL BE HELD IN NEWLY ENLARGED COMPANY BUILDING

The newly enlarged building of the Hall Hardware Co., Minneapolis, Minn., will be the scene of the Hall convention, Feb. 18, 19 and 20, which will occupy the entire seventh floor. The building, which will be dedicated Tuesday morning, Feb. 18, is expected to draw large crowds.

In all, the new quarters afford 272,000 square feet of floor space. The main office, which is on the eighth floor, is 64 x 150 feet and has an acoustic ceiling, extra large windows fitted with Venetian blinds, allowing a large amount of natural light to enter. Indirect high wattage lamps supply artificial light. The floor is covered with battleship linoleum and the entire office is completely air-conditioned.

Also on the eighth floor is an auditorium with a seating capacity of 600 and with accordion doors on two sides, permitting an attendance of up to eight or nine hundred people. A demonstration or experimental store, complete with a store front, occupies 30 x 64 feet of this floor. Here all new displays, merchandising ideas, together with the actual change of seasonable merchandise will be carried through in the same manner as it should be done in a regular retail store.

In addition, the eighth floor also has a large merchandise display room, a print shop, and a screen process room where all banners, talking cards, price cards, etc., are made.



The newly enlarged building of the Hall Hardware Co., Minneapolis, Minn., where the annual Hall convention will be held Feb. 18, 19 and 20. The photo below shows a portion of the office quarters of the company.



Digitized by Google

PHILADELPHIA HDWE. MERCHANTS AND MFRS. ASSN. CELEBRATE 50TH ANNIVERSARY AT BANQUET

Some four hundred members and guests of the Hardware Merchants and Manufacturers' Association of Philadelphia sat down to the fiftieth annual banquet of the organization at the Bellevue-Stratford Hotel in that city, Thursday evening, January 30th. Being the golden anniversary of the association, the committee on arrangements, headed by L. Brewster Jackson, of Wickwire Bros., had prepared several unusual features in addition to the customary good dinner and profusion of gifts. In its span of fifty years, the organization has had 24 presidents. Messrs. Paul A. Griffith, Fayette R. Plumb, Jr., E. C. Griswold, S. Horace Disston, E. J. McAleer, Sr., E. E. Chandlee, Joseph M. Hottel and Harry D. Moore. Eight of these are still living, and seven of them were at the banquet. Several years ago, the Association inaugurated the practice at these annual banquets of selecting some outstanding hardwareman who had distinguished himself and the industry he served by conspicuous public service and awarded him a gold medal. Four out of the five "gold medallers" were at the banquet, seated at the speakers' table and wearing their decoration — Saunders Norvell, Robert H. Treman, C. J. Whipple and A. J. Bihler. Colonel Fred H. Payne was unable to be present.

This year, the banquet committee selected the living past presidents for decoration and acclaim. To each was awarded a golden key as emblematic of the esteem and affection in which the association held them. Three of the past presidents were sons of former presidents, and to these three men—Horace Disston, Paul Griffith and Fayette Plumb, a special word of appreciation and praise was expressed by the speaker for so worthily following in the footsteps of their respective fathers. Leslie M. Stratton of Memphis, president of the National Wholesale Hardware Association, made the awards to the past presidents, and he discharged the task in graceful thought and words, accompanied by an intimate knowledge of the personalities and careers of the respective recipients.

The Association also presented a golden key to George A. Fernley, permanent and perpetual secretary of the organization. Mr. Stratton requested Mr. Fernley to approach the speakers' table and to remain standing while he paid a tribute to Mr. Fernley's father, the late "T. J." for his many and devoted years to the service of the hardware industry. He reminded the audience that the Philadelphia organization had had only two secretaries in its fifty years' existence, and they were father and son. He also stressed that the same measure of faithful and efficient service had been rendered by the Fernley family to the National Wholesale Hardware Association, and hoped the family tradition would be carried on. As the two sons and nephew of George were present at the banquet and heard the tribute to their fathers and grandfather, the audience lost no time in expressing its appreciation for the thoughtful and kindly words of Mr. Stratton.

John S. North, of North Bros. Mfg. Co., succeeded Harry D. Moore as president for 1936.





Left: JOHN S. NORTH
Right: L. B. JACKSON

GALLAGER HEADS THE NUTMEGGERS

Charles F. Gallager was elected president of The Nutmeggers at their Jan. 8 meeting, City Club, Hartford, Conn.



CHAS. F. GALLAGER

George Ellis and Stanley Mott were elected first and second vice-presidents respectively, and E. C. Sullivan, secretary and treasurer. Directors elected were: past president H. F. Sullivan and E. C. Paddock; directors for three years, H. M. Knapp, W. W. Woodruff, F. B. Atwood and H. W. Murray.

A new resolution was passed and took effect immediately, namely, that the executive year would start with the calendar year and not at the February meeting as has been done. The annual get-together and Nutmeggers party will take place at the Hotel Bond, Hartford, on March 4. It will be a joint party of The Nutmeggers, Inc., and The Connecticut State Hardware Dealers Association.

SESAMEE CO. MAKES CHANGES IN PERSONNEL

William J. Mundhenk, formerly in charge of eastern sales for Trupar Mfg. Co. of Ohio, has been appointed sales manager of The Sesamee Co., Hartford, Conn., manufacturer of Sesamee Keyless Locks. A graduate of Ohio State University, Mr. Mundhenk was for several years associated with the Duro Pump Co., Dayton, Ohio.

William B. Green, Jr., of West Hartford, Conn., has been elected vice-president and general manager and also a member of the board of directors. Mr. Green has had several years' experience in manufacturing in Connecticut.

In briefly outlining the firm's merchandising plans, Mr. Mundhenk said, "Our program is built around the strong use of point-of-sale material, designed to speed up dealers' sales. Our responsibility, and this holds true of all manufacturers selling through dealers, is to get the merchandise off retail counters and into the hands of the consumer. We have been studying that problem closely and have been doing considerable testing before announcing our sales program this spring."



WM. B. GREEN, JR.



WM. J. MUNDHENK

HDWE. BOOSTERS PLAN ANNUAL ENTERTAINMENT

The Hardware Boosters at their monthly meeting, Jan. 25, at the Hardware Club, New York City, decided to hold another annual banquet and entertainment this year. The Boosters' "Night Out" has been recognized as one of the high spots of interest in the New York Metropolitan hardware trade for many years.

The speakers of the evening were two prominent members, Frederick Pfeifer, The Payson Co., and Fred Scholl, Long Island Hardware Co. Mr. Pfeifer, who was introduced as a member of the HARDWARE AGE 50 Year Club, contrasted the conditions under which salesmen work today with those of his earlier years. His reminiscences of the blizzard of 1888 and of the Johnstown flood, which he narrowly escaped, were particularly interesting. Mr. Scholl delivered a practical talk on the relationship between traveling salesmen and their customers. He pointed out that very frequently the salesman is not as well known to the buyer as he thinks he is and Mr. Scholl emphasized the value of using the business card even where the salesman thinks his name and his line are thoroughly known.

A change of meeting date from the last Saturday of each month to the last Friday evening of each month was discussed and it was decided to proceed with the steps to alter the by-laws to make this change possible to go into effect with the first fall meeting.

A suggestion was made and discussed that an organization be formed in New York City that would include members from all branches of the hardware trade. Four new members were received into the Boosters. They were H. J. Strugnell, New York district sales manager of the Remington Arms, Inc.; Daniel Werth, Star Expansion Bolt Co.; Louis W. Appell, Heiz & Heiz, Inc., Brooklyn, and MacDonald Witten, associate editor, HARDWARE AGE.

Digitized by Google

GOODRICH CO. NAMES NEW CLEVELAND MANAGER

L. C. McGinley has been appointed Cleveland district manager for The B. F. Goodrich Co., Akron, Ohio, succeeding Roy J. Devereaux, who has been named tire sales manager of Canadian Goodrich Co., Ltd., Kitchener, Ont.

Mr. McGinley has been associated with the firm since 1919. He was division credit manager supervising the work of his departments in the Cincinnati, Detroit, Buffalo, Pittsburgh and Cleveland districts at the time of his promotion.

Mr. Devereaux was first employed by Goodrich in 1914. He had been branch manager in Worcester, Mass., and Grand Rapids, Mich., before his Cleveland appointment, and previously held a number of Goodrich sales positions in the New England states, the Middle West and Canada.

ALABAMA DEALERS VIEW F. M. REFRIGERATORS

Wimberly & Thomas Hardware Co., Birmingham, Ala., distributor of Fairbanks-Morse Conservador Refrigerators, held a formal showing of the new "C" line of refrigerators at the Tutweiler Hotel, Birmingham, Jan. 24. The meeting was well attended by dealers from all parts of Alabama who expressed enthusiasm for the new line.

W. A. Thompson, manager of the appliance department of Wimberly & Thomas, conducted the meeting. W. R. Ceperly of the Home Appliance Division of Fairbanks, Morse & Co., Chicago, spoke about the firm's background, the establishment of a new factory at Indianapolis, and the future which the refrigerator business holds for Fairbanks-Morse dealers. The sales plans and advertising promotion activities of Fairbanks-Morse were also discussed.

OMAHA CLUB REDUCES DUES

In an effort to enlarge its membership, the Omaha Hardware Club at its Jan. 18 meeting at the Hotel Paxton, Omaha, Neb., reduced the dues for all new members. President J. Hardy presided over the meeting which was attended by 18 members.

DATE SET FOR N.R.H.A. CONVENTION

The 37th annual congress of the National Retail Hardware Association will be held at Atlantic City, N. J., July 20-23, 1936, it was announced by H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind. Headquarters will be the Hotel Haddon Hall-Chalfonte.

THE FEDERATED SALES SERVICE INCORPORATES

The Federated Sales Service, 729 Boylston St., Boston, Mass., has incorporated under the name, The Federated Sales Service, Inc. The corporation officers and directors are: Walter A. Allen, president; John M. Sweeney, vice-president and treasurer; Irene L. Kelley, secretary.

The firm was founded in January, 1933, and is engaged in all phases of marketing, especially that of building national sales organizations of manufacturers' representatives for manufacturers.

BORG CORP. OPENS SALES OFFICE IN MART

The George W. Borg Corp., Chicago, has opened a sales office at 1402 Merchandise Mart, in that city, in charge of R. D. Mock, sales manager of the scale division. The firm has been exhibiting at the House Furnishing Show, the Borg Precision bathroom scale, the first of a series to be announced by the company, all based on the new coined beam principle.

SALES CONVENTION OF SOUTHERN HDWE. CO.

The Southern Hardware Co., Charleston, W. Va., held its annual sales meeting and dinner at the Hotel Daniel Boone, Jan. 24. The principal speakers included Waldo C. Henson, general manager; Harold T. Johnson, advertising manager, and W. M. Stuart, vice-president and general manager, both of the Martin-Senour Paint Co., Chicago.

LEASE HUEY & PHILP RETAIL SITE

J. S. North and A. C. Bell have leased for five years practically all of the ground and mezzanine floors in the Texas & Pacific Bldg., Dallas, which were formerly occupied by the retail division of the Huey & Philp Hardware Co., in that city. Huey & Philp now operate on an exclusive wholesale basis.

Mr. North was formerly president of that firm and was associated with it for more than 25 years. Mr. Bell was also connected with the company for more than 20 years. In addition to general hardware lines, the new store will also handle sporting goods, refrigerators and stoves.

CELEBRATE GOLDEN WEDDING



Fifty years of married life were celebrated Jan. 13 by Mr. and Mrs. Thomas J. Usher of the Plaisance Hotel, 60th St. and Stony Island Ave., Chicago. They were married in Brooklyn, N. Y., Jan. 13, 1886, after which they moved to Lincoln, Neb. Since 1904 their home has been in Chicago. Mrs. Usher is the former Jessie Van Valkenburgh. Two children are living, Harold L. Usher and Thomas J. Usher, Jr. Mr. Usher has been active for 55 years in his business connections with the Russell & Erwin Mfg. Co., New Britain, Conn. Commemorating the anniversary a dinner was held at which 36 relatives and friends were present.

FINLEY NAMED V-PRES. OF UNION FORK AND HOE

Leonard P. Finley was appointed vice-president of The Union Fork and Hoe Co., Columbus, Ohio, it was announced by Edward Durell, president. Mr. Finley will assist H. F. Zulauf, vice-president and sales director, in general sales work and will also devote special attention to sales promotion, dealer merchandising assistance and advertising. He will be located at the firm's general offices in Columbus. Mr. Finley was formerly sales manager of the Vaughan & Bushnell Mfg. Co., Chicago, and has had wide experience in the hardware field.



L. P. FINLEY

W. L. COKES NOW WITH SHERWIN-WILLIAMS

W. L. Cokes, Jr., who has been outside salesman and paint department manager for the Northcutt Hardware and Furniture Co., Longview, Tex., for the past four and one-half years is now with The Sherwin-Williams Co.'s new wholesale and retail store in Longview, as outside salesman.

Digitized by Google

SQUARE CLUB ELECTS OFFICERS FOR 1936

At the Jan. 21 meeting of the Hardware Square Club, No. 675, held in the Masonic Temple, 71 W. 23d St., New York City, the following were elected officers: Lewis M. Edwards, American Saw & Mfg. Co., president; George Carstens, Topping Bros., and Harry Kornrumph, Long Island Hardware Co., first and second vice-president respectively; Ralph S. Allen, Diamond Expansion Bolt Co., secretary; Albert Westphal, Corbin Screw Co., treasurer; Frederick Berg, Francis Keil Co., sentinel; and Fred A. Scholl, L.D. Hardware Co., trustee. Retiring President Scholl was presented with a chair.

Announcement was made that the annual shore dinner would be held in May. The next meeting, Feb. 18, will be an open meeting to which all men in the hardware trade are invited. The high-spot of the evening will be a bridge party for the championship of New York City, arrangements for which are in the hands of the chairman of the entertainment committee, Roy Fowler of the Franklin Hardware Co. The game will start at 9 p.m. in the club's meeting room, 1601, and for those who do not play bridge, there will be poker, pinochle, monopoly, bingo, and other games.

WATERS-GENTER TRANSFERS MUNGER

J. K. Munger, who has been in charge of the territory including Michigan, Indiana, Ohio, Kentucky and western Pennsylvania for the Waters-Genter Division of the McGraw Electric Co., Minneapolis, has been transferred to the Middle Atlantic seaboard territory. He will make his headquarters in Philadelphia.

J. P. Bosk will take over that territory and will make his headquarters in Detroit. Mr. Bosk was formerly with the General Electric Co., and more recently sales manager of the South Bend Electric Co.

DETROIT REX OPENS CHICAGO OFFICE

W. W. Davidson, vice-president and sales manager of Detroit Rex Products Co., 13006 Hillview Ave., Detroit, Mich., has announced the opening of an office at 201 North Wells Street, Chicago, Ill., to serve Wisconsin, Illinois and Missouri. C. P. Anstiss, S. B. Crocks and C. L. Jung have been placed in charge of this territory.

Frank P. Cox has been placed in charge of Alkali cleaners and strippers. From his Detroit office he will supervise their sales and service throughout the country. George W. Walter, formerly editor of *Metal Cleaning and Finishing*, has been appointed advertising manager for the company.

During the past year the firm, formerly known as Rex Products and Mfg. Co., has increased its sales and engineering forces. Its line of cleaning equipment has been expanded and its service in the metal industries has been extended. The company makes Detrex degreasers and solvent machines, Triad and Perm-A-Clor non-inflammable solvents, and Triad Alkali cleaning compounds.

E. E. BALDWIN, SALES MGR. FOR CORBIN UNITS

Ernest E. Baldwin has been appointed general sales manager of the Corbin Cabinet Lock and the Corbin Screw divisions of the American Hardware Corp., New Britain, Conn. He had formerly been manager of the Corbin Screw division.



ERNEST E. BALDWIN

RETAIL ASSN. FORMED IN LONG ISLAND, N. Y.

Thirty dealers from 13 villages in Nassau County, Long Island, N. Y., met at East Rockaway, there, to organize the Nassau County Hardware Dealers Association. Edward A. Talfor, Lynbrook, was elected president; George Winter, temporary secretary, and Herbert Levinson, temporary treasurer.

There are, it is estimated, 110 hardware firms in the county, and it is expected that all will be enlisted in the new organization within three months' time, when permanent quarters for the group will be engaged. A committee has been designated to draw up a set of by-laws.

NORTON CO. CELEBRATES 50TH ANNIVERSARY AS MANUFACTURER OF ABRASIVE EQUIPMENT

The Norton Co., Worcester, Mass., for half a century one of the foremost manufacturers of grinding machines, recently celebrated the 50th anniversary of its founding in 1885. From a business so small in 1880 that only one man devoted his time to the making of emery wheels, the Norton Co. has grown until today it has attained world-wide distribution for its products, with plants in six countries and thousands of employees.

The early growth of the company, which dates back to 1876, when Mr. Norton took out his patents covering the vitrified emery wheel, was retarded by the reluctance of the manufacturers of the day to accept as practical and necessary machines for grinding. It was not until 1882, when new machinery was being introduced and metals were becoming harder and harder, that the emery wheel division of the Norton business began to contact men who could see the future field which was in prospect for emery wheels.

Milton P. Higgins and George I. Alden of the Worcester Polytechnic Institute were two of the men who became interested in this new business, and, following negotiations with Mr. Norton, were made president and treasurer respectively of the new Emery Wheel Co., incorporated in June, 1885. Charles L. Allen, who was made general manager at that time, is the only man who has had a hand in the management continuously during the entire life of the company. For 48 years he held the position of general manager and has held at various periods the offices of secretary, treasurer and president. He was elected chairman of the board in 1933 and holds that position today.

In celebration of the anniversary, the company issued a special 57-page issue in booklet form of the regular company publication, "The Norton Spirit." This issue contains brief sketches of the firm's history and lists achivements the organization has contributed to the industrial world.

HONOR H. D. HUDSON ON BIRTHDAY

As a tribute to H. D. Hudson, founder of the H. D. Hudson Mfg. Co., Chicago, executives of the firm arranged a telephonic birthday party "attended" by all employees in twelve offices from New York to San Francisco. With loudspeakers in the various offices, each branch manager sent greetings to Mr. Hudson in Chicago, who 31 years ago had begun to manufacture and sell sprayers on a small scale. Since then the company has entered other fields, with such products as poultry and farm equipment, garden tools, pumps, electric water systems, etc. Mr. Hudson has been active president of the firm since its beginning.

DENVER ASSN. TO TRY GROUP ADVERTISING

The Hardware Dealer's Protective Association of Denver, Colo., at its Jan. 27th meeting at the Morey Mercantile Co., decided to try group advertising in the Denver Post for a period of three months. Reports of the Mountain States Hardware & Implement Association convention were made by Mr. Troxel, Troxel Bros. Hdwe., Mrs. Coffee and Mr. Pierce, Englewood Hdwe. Co., and Mr. Kelly of the Kelly Hardware. There was also a discussion on neighborhood groups and associations. Mr. Spoulster, South Pearl Hdwe. Co., presided at the meeting.

WIRE CLOTH FIRM NAMES TEXAS REPRESENTATIVE

The Newark Wire Cloth Co., Newark, N. J., manufacturer of high-grade wire cloth and wire cloth products, has appointed Robert H. Brinton, 1640 Castle Court, Houston, Tex., as its representative in Texas. Mr. Brinton's mail address is P. O. Box 1970, Houston.

PYRENE PROMOTES BOUCHER AND MALONEY

The Pyrene Mfg. Co., Newark, N. J., manufacturer of fire extinguishers and tire chains, has announced the appointment of George H. Boucher, formerly assistant general sales manager, to the position of general sales manager. J. P. Maloney, also formerly assistant general sales manager, has been named general field sales manager. As was previously announced in HARDWARE AGE, Charles G. Durfee, who has been manager of the Systems Department, has been appointed assistant to the vice-president in charge of sales.

WISHES TO REPRESENT AMERICAN MFRS.

J. & R. Lenaers, 9, Ave. Louis Bertrand, Brussels, Belgium, invites correspondence from American manufacturers of machinery supplies and equipment who wish representation in Belgium and Luxembourg. The firm can furnish references in this country.

Digitized by Google

WISCONSIN RECOVERY ACT IS CONSTITUTIONAL

The Wisconsin Supreme Court on Jan. 7, declared constitutional the 1935 Wisconsin Recovery Act. According to the decision, the governor may proceed to authorize codes so long as their provisions "bear a reasonable relation to the elimination of unfair methods and practices." The codes may not, however, go so far as to "deal with the whole subject" of establishing hours of labor, wage scales and working conditions.

The court's decision permits the continued survival of the 11 codes governing industries in Wisconsin. Other industries have expressed a desire to codify themselves but have been awaiting the court's decision.

It was declared by Fred M. Wylie, who represented the state as a special counsel, that only industries doing an intrastate business will come under the provisions of the WRA. He declared for the most part that manufacturers will not come under the act as interstate competition is involved in all manufacturing activities of the state of any consequence.

DISTILLATE BURNER MFRS. ELECT OFFICERS

At the annual meeting of the Distillate Burner Mfrs. Association held at Worcester, Mass., Jan. 15, the following officers were elected: President, F. H. Van Blarcom, Lynn Products Co., Lynn, Mass.; vice-presidents, R. M. Sherman, Silent Glow Burner Corp., Hartford, Conn., G. F. Williams, Petroleum Engineering Corp,, Springfield, Mass.; treasurer, E. T. Isaac, Hoben Mfg. Co., Waltham, Mass.; and secretary, H. H. Morse, Florence Stove Co, Gardner, Mass.

All the members present reported business increases in excess of their expectations and in their opinion, the 1936 volume of business would be greater than in 1935.

NEW ENGLAND IRON AND HARDWARE, ASSN. DINNER

The New England Iron and Hardware Association held its forty-third annual dinner, Jan. 23, at the Hotel Somerset, Boston, which was attended by many prominent personalities in both fields. J. Frankland Miller, buyer for the Bigelow & Dowse Co., Boston, and president of the association, made the welcoming address.

Professor Sumner H. Slichter, Harvard School of Business Administration, addressed the group on "Problem of Economic Security" and Allen W. Rucker of Eddy Rucker Nichols Co., spoke on "Hidden Hazards in the Federal Social Security Act."

PAINT, VARNISH ASSN. HOLDS DINNER MEETING

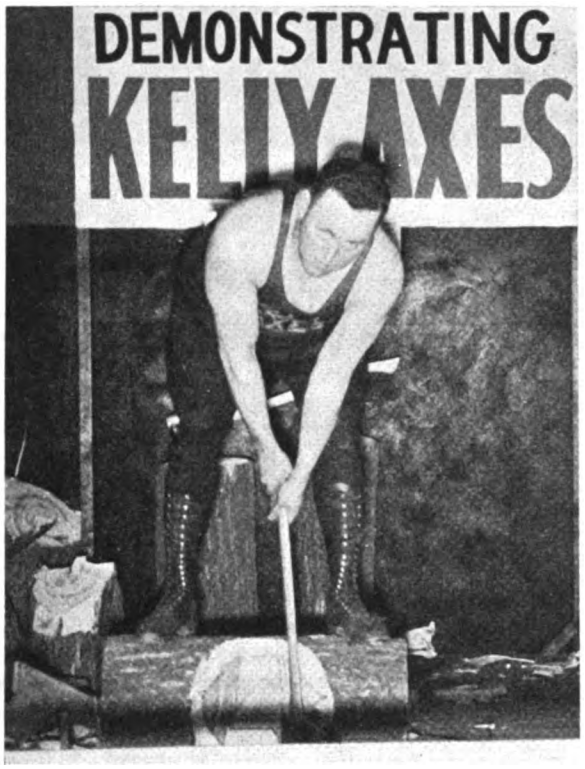
The New York Paint, Varnish & Lacquer Association's first dinner-meeting of 1936 was held Jan. 30, at the Hotel Biltmore, New York City, with 175 members and guests in attendance. E. S. Blackledge, Devoe & Reynolds Co., presided. The business session was brief and most of the evening was devoted to amusement.

A silent tribute was paid to the memory of the late Paul Uhlich of Paul Uhlich Co., dry color manufacturer and one of the association's oldest members, who passed away recently. Homer Flynn of the National Paint, Varnish & Lacquer Association staff, Washington, spoke briefly and invited the trade to a meeting of the industrial sales group, Feb. 19, at a place to be named later. A talk on credits was to have been given by M. B. Wiley, E. I. du Pont de Nemours & Co., but as he could not appear, copies of his paper were distributed at the meeting.

INCREASED INTEREST SHOWN IN TOY FAIR

Advance reservations for the American Toy Fair, April 20 to May 2, at the Hotel McAlpin, N. Y., have come with such an unprecedented rush that all available space is expected to be sold before the opening date. According to the Toy Manufacturers of the U. S. A., Inc., 200 Fifth Ave., registrations indicate that the greatest number of lines ever exhibited will be on display, and a greater number of buyers will be on hand.

Reduced fares with the railroads have been arranged for all members of the American Toy Managers' Association in connection with their annual convention at the McAlpin during the Fair. A joint meeting of manufacturers and buyers will be held April 27, in the Green Room.



Paul Criss, special representative for the Kelly Axe & Tool Division of the American Fork & Hoe Co., Cleveland, Ohio, performing at the recent Western Convention in Kansas City, Mo. For the past 25 years Mr. Criss has been working in the woods with an axe and is known in hundreds of logging camps as the "human sawmill" due to his speed and ability to handle a large volume of work with an axe. During the past three years he has demonstrated and taught axe work, forest fire fighting, etc., in more than 251 CCC camps and at leading universities. He has been featured "at work" in practically all the major news reels and has earned as high as $25 a day hewing ties with an axe. Paul is a real woodsman and has broken and maintained many chopping records in competition with other choppers or against the stop watch.

RETAIL SEEDSMEN MEET AT STATE COLLEGE, PA.

A representative body of seedsmen attended the Retail Seedsmen's Conference at State College, Pa., Jan. 9 and 10. Business sessions were held Thursday afternoon and Friday morning. Speakers and their subjects were: E. J. Walter, extension agronomist, "Varieties of Corn, for Grain and Silage, adapted to various Pennsylvania conditions"; Dr. C. F. Noll, station agronomist, reported on the Experiment Station tests of wheat, oats, barley, and soy-beans at State College; J. B. R. Dickey, extension agronomist, reported on variety demonstrations of wheat, oats, and barley in various sections of Pennsylvania; Prof. H. B. Musser, station agronomist, "Strains and Sources of Red Clover and Alfalfa Seed in Experiment Station Tests"; Mr. Dickey also reported on demonstrations on growing legumes in Pennsylvania; Dr. E. M. Gress, State Department of Agriculture, Harrisburg, Pa., "The Pennsylvania Seed Law Regarding Germination and Purity." Dr. F. V. Grau reported on pasture grasses, pasture mixtures and factors influencing their adaptation and lawn maintenance, liming, fertilization and weed control. Prof. Musser led a discussion of fine turf grasses and mixtures for various conditions.

METAL POLISH FIRM NAMES SALES AGENT

G. Fialla & Son, exporter and commission merchants at 59 Pearl St., New York City, have been appointed exclusive sales agents for the Matchless Metal Polish Co. of Glen Ridge, N. J., and for Reichard Bros., Brooklyn, manufacturers of manifolds sales books. A sales promotion program has been arranged for the distribution of these products in Greater New York and for the foreign market.

GIBSON CORP. NAMES TWO DISTRIBUTORS

E. P. Johnston, representative in the Pennsylvania district for Gibson Electric Refrigerator Corp., Chicago, has reported the appointment of M. A. Hartley Co., 101 Carlisle St., Gettysburg, Pa., as authorized Gibson distributor in that city. The firm will represent Gibson in the counties of York, Franklin, Cumberland and Adams in Pennsylvania and in Maryland the counties of Carrol, Frederick and Washington.

Knerr, Inc., 1008 N. Third St., Harrisburg, Pa., has been named as distributor, covering thirteen counties in central Pennsylvania.

Digitized by Google



Marshall-Wells Associates in Convention at Duluth, Minn., Jan. 27-30, 1936.

Marshall-Wells Associates Plan for 25 per cent

MORE than 500 dealers, manufacturers and guests attended the annual Marshall-Wells Associates Congress at the plant of the Marshall-Wells Co., Duluth, Minn., January 27 to 30, 1936. It was the joint convention of the company's associated dealers and its selling staff. The convention was opened by Seth Marshall, president, and closed by George S. McQuade, sales manager. The keynote of the convention was "Planning and working for a 25 per cent increase in business in 1936," with Mr. Marshall sounding the keynote and reviewing the year's progress between the house and its cooperating dealers. He told of efforts being made, at all times, to keep dealers in competition and to keep them posted on new merchandise and new ideas for making more retail sales. He urged a concentration of buying by dealers so that they would have greater time and energy for selling. He reviewed the program of the Associated Dealers' plan for 1936 and introduced D. R. Mackenroth, the new manager, who spoke on retail store planning and management.

Analyzed Retail Trends

Drawing from his extensive experiences in both department store and mail order chain fields, Mr. Mackenroth analyzed retailing trends, giving particular emphasis to the competitive picture and the way it has changed in the past decade. He urged a program of better retail store management and planning that the convention's objective of a 25 per cent increase might be realized.

Warren Hartwell, director of the Associate division, presented the company's 1936 advertising and merchandising plans, stressing the efforts to produce ways and means for inducing second sales on related items. He outlined and displayed the new advertising layouts, talked on the proposed new uniform store

Digitized by Google



and Selling Staff Increased Business in 1936

front, the new road signs and electric store front signs. He also urged a profit sharing basis for retail clerks and the kind of store arrangement which makes selling easier.

Charles R. D'Olive, assistant to the president, Stewart-Warner Corp., Chicago, presented the 1936 electrical refrigeration line and its selling points. He had the full line of his company's refrigeration on the platform and explained selling features to be stressed in the stores of Associated Dealers. His associate, Fred R. Cross, advertising manager, presented the company's advertising and other dealer helps. During a recess many of the dealers were up on the platform for a closer look at the refrigerators.

Walter Clark, manager of Marshall-Wells' paint department, gave the highlights of the 1936 paint selling program, its color cards, display ideas and general promotion ideas. He stressed the need for control of paint stock to permit turnover at a profit.

Urges Quality

C. W. Bischoff, treasurer and sales manager, Copper Clad Malleable Range Co., St. Louis, Mo., gave an outline on his line of stoves and put on a selling demonstration suitable for dealers to use in their stores. He urged quality stove sales effort which he said was essential as the hardware business needs the higher unit sales and that in the better grade lines the customer gets better value for his money. He said outside selling among the farm trade and town trade was the only way to build a volume on major items.

Monday night, Hayes MacFarlane, Chicago advertising expert, urged using newspaper advertising, saying papers were most effective media and that the small town market is the most important market available in this country. He stressed the need of the dealer concentrating on sales efforts, allowing his jobber to become the buyer. He called the

Digitized by Google

Associate plan the most modern merchandising program he had seen.

Rivers Peterson, editor, *Hardware Retailer*, said he no longer had any worry about the future of hardware retailing after attending the first day's meeting of the Associates. He said dealers should accept the help offered by jobbers and that price, method and distribution costs were the three factors to be solved jointly. The largest management cost in hardware retailing, he said, was salaries and the next major expense was high inventory investment.

M. J. Lacey, president, Peck, Stow & Wilcox Co., Southington, Conn., talked about meeting current tool competition and said that this could only be done with complete cooperation between producer and distributor (both wholesale and retail) and that to meet competition meant lowered margins on many individual items, which must be offset by patronage in better grade and longer margin, less competitive items. He urged anticipation of purchases by dealers so that jobbers could buy in advance and factories prepare to make goods on the most economical basis. All these factors are important in keeping in the competitive picture.

Roy Sorenson opened the Tuesday session with a talk on the auto accessory and tire lines available in the 1936 program explaining his points with the help of table displays showing sample or model stocks in these lines. Ralph Carney, Coleman Lamp & Stove Co., Wichita, Kans., followed with his dramatic selling demonstration on quality automatic electric irons. He, too, urged closer wholesaler-retailer tie-ups with the jobber as buyer and the dealer as seller.

J. A. Hensley, Congoleum-Nairn, Inc., gave an informative talk on floor coverings, how to stock them, display them and sell them and outlined ideas for developing extra sales.

Tuesday night, Harvey Sedgwick, credit manager, addressed the banquet on dealer credit problems, suggesting that installment plan buying be restricted to larger item sales and that dealers operate as much as possible on the "cash and carry" basis. He also urged better budgetary control, and stressed the importance of maintaining proper credit relations between buyer and seller.

Wednesday morning, W. G. Butcher outlined the heating and plumbing lines, their competitive features, price range and selling points. He was followed by H. A. Dowe, who explained the new lines in cutlery and electrical table appliances.



D. A. Mackenroth, general manager; Geo. S. McQuade, sales manager, and Seth Marshall, president, Marshall-Wells Co., Duluth, Minn., taken at the 1936 Associates Congress.

Thursday morning, George Ayre talked on oils, greases and stock spray, giving a selling demonstration on both bulk and packaged lubricants, both of which he said were highly profitable and easily sold.

Charles J. Heale, editor, HARDWARE AGE, an honorary Associate, reviewed some of the highlights of the four-day program as an outside observer sees it. He stressed the need of selling more major appliances so that the higher unit prices they bring might offset the small amounts involved in too many hardware store sales. He also reminded the dealers that auto accessories and tires are the opening wedges of practically all present-day competitors now chiseling in on the regular hardware lines.

After the Thursday luncheon, Sales Manager George S. McQuade wound up the formal sessions with an inspirational message for both dealers and his sales staff. The responsibility of store clerks, as well as the store personnel in general, to make proper contacts with more and more of the consuming public was stressed in his talk. Toward this end Marshall-Wells conducted a clerks' selling school, the week after the Associates' meeting, which plan Mr. McQuade outlined. He put it squarely up to the salesmen to measure up to their jobs as helpers and advisers of the retailer-customers on merchandising problems and inventory worries, but made it quite plain that it was not up to the jobbers' salesmen to actually take inventory nor to install displays in windows or on tables. He said salesmen should inspire dealers to take advantage of such helps in the Associate merchandising plan.

On all four days lunch was served in the company's lunch room near at hand to the gym where meetings were held. Joseph Benda, superintendent of the Marshall-Wells Co. branch at Minneapolis, was chairman of all business sessions, a job which he handled with great skill.

On each day the dealers were divided into four groups for special group meetings. These were held in two series. Ira Watson handled the housefurnishings lines and Art Johnson the tool lines. Jake Olsen, assistant sales manager, with M. R. Twiss, sales manager for Zenith Washer Co., handled major home appliances and the merchandising clinic was under the direction of Warren E. Hartwell and York E. Langton. Mr. Olsen, assisted by Glen Shields and Mr. Watson, took care of the general farm supplies

(*Continued on page* 140)

Digitized by Google

OBITUARY

CHARLES A. IRELAND

Charles A. Ireland, 67, passed away at his home in Ionia, Mich., Jan. 23, after a year's illness. He had been a hardware dealer and a past president of the Mich-



CHAS. A. IRELAND

igan Retail Hardware and the National Retail Hardware Associations. Mr. Ireland was also a prominent Mason and the first president of the Ionia Building and Loan Association.

WILLIAM B. HOTCHKISS

William B. Hotchkiss, 68, ex-mayor and former hardware merchant of Waterbury, Conn., was found dead shortly after 10 o'clock Saturday night, Feb. 3, in a snow-bank on Columbia Blvd., that city. Death was attributed to a heart attack.

For many years prior to his term as mayor, Mr. Hotchkiss was associated with ex-Gov. Charles A. Templeton in the hardware firm of Hotchkiss & Templeton. Shortly after his term the partnership was dissolved and Mr. Hotchkiss continued as the chief owner of the Hotchkiss Hardware Co. on South Main St., which he controlled until a few years ago. He leaves his widow, a son, Berkeley, and two daughters, Catherine and Sylvia.

JOHN C. WITOUSEK

John C. Witousek, 66, a retail hardware merchant in Cedar Rapids, Iowa, for 35 years, died recently at a hospital there after a long illness. Mr. Witousek at the age of 17 entered the hardware business and was known as the youngest dealer in the state. During his long business career he had two stores, on First St. and First Ave. In addition, he operated a large tin shop in conjunction with the First St. store. The firm name was J. C. Witousek & Co. and two brothers, Frank and W. W. Witousek, were associated with him. Frank Witousek has since passed away.

Surviving Mr. Witousek are his widow; a daughter, Julia M. Witousek; a son, Fred J. Witousek; a brother, W. W. Witousek; and a sister, Miss Jennie B. Witousek, all of Cedar Rapids.

ROBERT P. CARR

Robert P. Carr, 68, president of the U. S. Hame Co., Buffalo, N. Y., died at his home there, Jan. 23. He had been actively associated with the manufacture of hames for over 43 years. He first entered the business in 1892 when he became associated with Baker, Carr & Co., Andover, N. H. In about 1896 the Consolidated Hame Company of Andover and Sunapee, N. H., was formed and Mr. Carr was placed in charge at Andover. When in 1902 the Consolidated Hame Co. became part of the U. S. Hame Co., Mr. Carr, in 1905, went to Tell City, Ind., to have charge of the plant there. In 1911 he was transferred to Buffalo and shortly afterward was elected president of the firm.

Mr. Carr was held in esteem throughout the horse and saddlery field and for many years was a director of the Horse and Mule Association.

GEORGE G. ROBERTS

George G. Roberts, 79, owner of the G. G. Roberts Co., Wollaston, Mass., manufacturer of tacks and nails for 50 years, died Jan. 21. Mr. Roberts became associated with the Pennsylvania Tack Company in 1878, and with the Dunbar, Hobart & Whidden Co., Whitman, Mass., in 1889. He formed his own company in 1913, purchasing the Whidden plant, which was later merged into the Atlas Tack Corp. His widow and a daughter survive.

WILLIAM J. CADMAN

William J. Cadman, for 35 years with the Soo Hardware Co., Sault Ste. Marie, Mich., passed away Jan. 28, at a hospital there. He leaves his widow and two daughters.

VINCENT TAUSCHE

Vincent Tausche, 82, hardware dealer of La Crosse, Wis., died at his home there recently. He had been associated with the hardware business there for nearly 58 years, first as an employee of Scharpf and Ring, and later as a partner of C. F. Scharpf. He was head of the V. Tausche firm since 1888. His widow, one son and three daughters survive.

EARL L. RUDOLPH

Earl L. Rudolph, for 30 years a member of the firm of the Arkadelphia Hardware Co., Arkadelphia, Ark., died suddenly at his home there, Jan. 27. Death was attributed to a heart attack. Mr. Rudolph entered the hardware business with his father and brothers in 1905. He was a vice-president of the local Chamber of Commerce and active in civic and religious affairs. A widow, a son and two daughters survive.

ERIK S. EKSTROM

Erik S. Ekstrom, 48, president of the Mechanics Universal Joint Co., Rockford, Ill., died there recently. He was also a director of the Sundstrand Machine Tool Co. and a former president of the Rockford Chamber of Commerce.

H. BIDDLE FITLER

H. Biddle Fitler, 32, sales manager of the Edwin H. Fitler Mfg. Co., cordage firm of Philadelphia, recently passed away. He leaves his father, president of the firm, and his mother. Mr. Fitler was unmarried.

S. M. JOHNSTON

S. M. Johnston, manager of the Pratt - Gilbert Hardware Co., Phoenix, Ariz., was killed in an automobile accident in Los Angeles. Mr. Johnston was formerly city manager of Phoenix.

A. A. HORST

A. A. Horst, 74, pioneer hardware merchant of Tacoma, Wash., died in a hospital there recently. He had resided in Tacoma for 47 years where for many years he was in the hardware business with his brother.

J. N. MONTGOMERY, SR.

Joseph N. Montgomery, Sr., 81, passed away in a hospital at Roanoke, Va., Jan. 22. He had conducted a large hardware business at Rocky Mount, Va., for many years. His widow, two sons and two daughters survive.

W. D. HUDSON

W. D. Hudson, hardware dealer of Arapahoe, Neb., died recently. He leaves his widow, who will continue the business.

A. W. BARRETT

A. W. Barrett, 56, prominent hardware merchant of Conway, S. C., died Jan. 19, after an illness of several months. Thirty-two years ago Mr. Barrett and associates organized the Perry Hardware Co., there, and later he purchased the entire stock. He was formerly a member of the town council and was founder of the People's Building and Loan Association. He leaves his widow and one son.

E. E. LINCOLN

E. E. Lincoln, 78, pioneer hardware merchant of McCool, Neb., died recently in a hospital at Lincoln. He opened the first store in McCool and had been a resident of York county 60 years. He leaves his widow and three sons.

JOHN W. HEID

John W. Heid, 73, one of the pioneer business men of Jefferson, Wis., and engaged in the hardware business there for over 50 years, died at his home recently. He is survived by his widow.

FRED E. MUNSEY

Fred E. Munsey, 61, pioneer hardware merchant of Los Angeles, Cal., died in a hospital there recently. One son survives.

EUGENE McFAWN

Eugene McFawn, 29, died Jan. 31, in a Detroit hospital from gall bladder complications. He was the son of Fred McFawn, The Stanley Works, New Britain, Conn. His father is well known in the hardware trade although in recent years he has specialized in selling the automotive production field in the Detroit area.

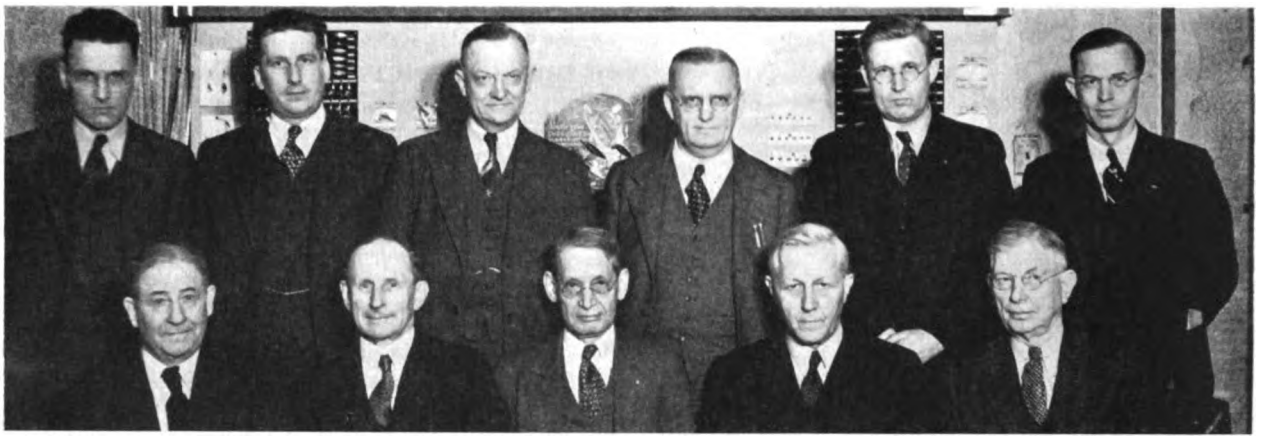
CHARLES H. RUSSELL

Charles H. Russell, 68, of Plainfield, N. J., retired export manager for The American Fork & Hoe Co., in its New York City office, died Feb. 3, in his winter home in St. Petersburg, Fla. His widow and three sons survive.

RALPH K. SMITH

Ralph K. Smith, 56, for 30 years manager of claims for Buhl Sons Co., Detroit, died Jan. 24, at his home there. His widow survives.

Digitized by Google



OFFICERS AND DIRECTORS OF THE AMERICAN HARDWARE SUPPLY CO.

Seated, left to right: H. M. Kirk, Sr., Kirk-Hutton Co., New Castle Pa.; John A. Ditz, Sr., Ditz & Mooney Hardware Co., Clarion, Pa.; Charles W. Scarborough, (President) Scarborough & Klauss Co., Pittsburgh, Pa.; George W. Brown, Punxsutawney Hardware Co., Punxsutawney, Pa., and F. B. Post, (Vice-President) Paul & Post, Washington, Pa. Standing, left to right: E. A. Hastings, (Secretary and Assistant Treasurer); S. M. Wylie, Wylie Brothers, Elizabeth, Pa.; J. R. Andrews, Adamsville, Pa.; J. E. McGeary, Leechburg, Pa.; J. M. Scott, (Secretary and Assistant Treasurer) W. M. Scott & Co., Carnegie, Pa., and William M. Stout, (General Manager)

American Hardware Supply Co. Plan For Future At Annual Meeting

REAL progress was reported at the 25th annual meeting and exhibit of the American Hardware Supply Co. The event was held at the company's headquarters, 41-43 Terminal Way, South Side, Pittsburgh, Pa., on Jan. 27 and 28. Although storm conditions made travel difficult, more than 200 dealers and guests were present from Pennsylvania, Ohio, New York and West Virginia. The volume of orders booked was more than twice as large as at any previous meeting. Dealers were highly pleased with the company's 1935 operations, as reviewed at the meeting, and gave their unanimous endorsement to plans, submitted by the board of directors, for the further expansion of the business during the current year. Founded in 1911, the company is the oldest dealer-owned wholesale hardware firm in the United States.

In the same building housing the company's offices and warehouses. two large rooms were utilized for the neatly arranged displays of the 52 manufacturers, and for the firm's own special exhibits. Another adjoining room was used for the business sessions, and as meals were served in the latter room by the company the arrangements were most convenient for those present. The mornings of both days were devoted to the exhibits, while the afternoon and the evening of the first day were given over to informative business sessions.

The President's Message

The first business session convened following lunch on Monday, with the first feature being the annual message of the company's president, Charles W. Scarborough, Scarborough & Klauss Co., Pittsburgh, Pa. President Scarborough welcomed the dealers and guests; briefly described the formation of the company at a meeting attended by less than 20 dealers, 25 years ago; paid tribute to the managerial ability and initiative of Wm. M. Stout, general manager; expressed the gratitude of the company to all its employees; outlined the business to be acted upon at the meeting; requested a continuance of dealer and employee cooperation and loyalty, and asked that a strenuous effort be made to make 1936 the best year in the history of the company.

Following his message, President Scarborough introduced Wm. M. Stout, general manager. Mr. Stout said that it is the desire of the officers of the company to conduct its affairs to the satisfaction of all concerned, and that he believed that this is being accomplished. He reminded dealers he had stated at last year's meeting that the company "must either progress or decay," and that he was pleased to be able to say that real progress had since been made. Mr. Stout then called attention to several important features of the exhibit; stressed a number of new and specialty lines being featured by the company and cited several outstanding records of dealers in the merchandising of such lines; discussed sales matters, and urged dealers to give their whole-hearted support to company's activities.

The final speaker on the Monday afternoon program was E. D. Altree, illuminating engineer, Pittsburgh district office, General Electric Co. Mr. Altree made an excellent talk on the importance of adequate and efficient store lighting. He placed special emphasis on the effective illumination of show windows as an aid in making window displays more attractive to passers-by. He also discussed several other interesting phases of this subject, and offered his personal service and that of the company he represents in assisting dealers to solve their store lighting problems.

At the Monday evening session Mr. Stout extended a special welcome to the ladies. Following this

(*Continued on page* 112)

Digitized by Google



BUT THE WORLD'S *Biggest Magazine* DWARFS THE SECOND BIGGEST

MAGAZINES with small circulations reaching a limited few in their particular field may be all right in selling rare canvases, costly tapestries and bronzes. But it takes the magazine with the *biggest* circulation in the world to sell the *biggest* volume of the everyday necessities and luxuries that retailers find it is most profitable to sell.



MORE THAN 5,500,000 CIRCULATION

NEAREST COMPETITOR CIRCULATION

The giant circulation of The American Weekly blankets the greatest number of places . . . reaches more than 5,500,000 families every week in the richest buying areas . . . *twice* as many as read any other magazine! In these areas the retail buying expenditure per family is twice as great as it is in the rest of the country. In them live 70% of all families, and this 70% accounts for 80% of all retail sales made!

What The American Weekly is

The American Weekly, the largest magazine in the world, is distributed through the 17 great Hearst Sunday Newspapers.

In each of 158 cities, it reaches one out of every two families
In 146 more cities, 40 to 50% of the families
In an additional 139 cities, 30 to 40%
In another 171 cities, 20 to 30%

. . . and it reaches an *additional* 1,982,000 families in thousands of other large and small communities.

THE AMERICAN WEEKLY
Greatest Circulation in the World

"The National Magazine with Local Influence"
Main Office: 959 Eighth Avenue, New York City

Digitized by Google

Who is Going to Pay the Bills?

By SAUNDERS NORVELL

IN writing articles for the trade papers, it is not comme il faut to discuss politics, but today business and politics have become bedfellows, and it is difficult to refer to one without also referring to the other. I am a member of a club in New York. From time to time we have dinners and hear addresses on the outstanding problems of the day. This club is not political. It makes it a rule that when any subject is discussed there shall be a speaker pro and con. The chairman of this club at every meeting reminds all present that the club is non-partisan, and does not attempt to dictate any policy of any kind to anyone. In other words, the object of this club is to educate its membership by hearing both sides.

For instance, the other night we had the pleasure of listening to the Hon. William E. Sweet, former Governor of Colorado, who spoke for the administration at Washington. On the other side was Mr. Amos R. E. Pinchot, who spoke, and there was no doubt of it, against the administration. Since then we have all heard or read about the address made by Alfred E. Smith, former Governor of New York State. In addition to these things we receive weekly inside information letters from Washington on the political situation as it will affect business. We read daily papers, numerous magazine articles and statistics without end. All of these studies are enough to make one dizzy. We cannot see the forest for the number of trees. However, out of all this mass of information and discussion there are some things that stand out, and possibly it may not be out of place, without any political ax to grind, to refer to these things even here.

England's Plan

We wonder why we cannot follow England's plan of fixing taxation and arranging the budget. As we are informed, neither the House of Lords, the House of Commons, the King, his Privy Counsel, nor the Prime Minister have anything to do finally with these measures. When all is said and done by both houses, the English Chancellor of the Exechequer fixes the budget. He also fixes taxation, and when the two houses have passed on the budget and the plan of taxation, then that is the end of the matter. No new bills appropriating this that or the other can be introduced. No raids on the part of the minorities can be made on the government treasury. This plan seems to work well in England. Just why won't it work with us?

Of course, in discussing such matters as these, I may be displaying a great deal of ignorance. But if I am ignorant and keep silent, I will never be informed, while if I speak out someone who knows better may correct me.

One thing has always struck me as being silly. We have the best legal brains in the country in our Supreme Court. Now I cannot understand why, if certain legislation is to be passed and if the country is going to be run by such legislation, why such laws cannot be submitted to the Supreme Court *in advance,* so we would be informed whether the law is or is not constitutional. There are no doubt good reasons for the present system of the court making the decisions after the law has been in effect. I know, naturally, that the Supreme Court under the present system does not make its decision until some case is brought before the court, when there is a trial and then a decision. But why not put up a hypothetical case before the court, so we could get a decision in advance. Suppose all business were run on any such basis. What a terrible mess there would be. So far the legal advice of the administration seems to have been very bad.

Today the president of a corporation can put up his problem to the board of directors or the executive committee of his corporation, and they will tell him

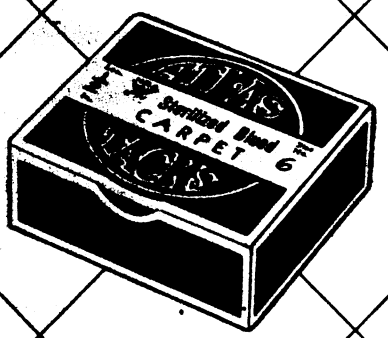
Digitized by Google

Atlas products—Tacks, Nails, Staples, Rivets and numerous other items—are made in 24,000 types, sizes, finishes. All are precision-manufactured, insuring perfect uniformity. New flat packaging adds greatly to the user's convenience. Colorful Atlas display cartons attract the customer's eye. Complete stocks are available for prompt shipment . . . prices are fully competitive. Behind each product are the resources and integrity of Atlas Tack Corporation, the industry's leader since 1810.

ATLAS

TACK CORPORATION

FAIRHAVEN, MASSACHUSETTS, U. S. A.



Digitized by Google

very quickly what he is authorized to do. Suppose on the other hand, our corporation boards of directors said to the president: "We will not give you a decision in advance. Go ahead and use your own judgment, but if you are wrong, just remember you will be fired, and we will put another president in your place." That would be silly, wouldn't it? What is a board of directors for, if not to direct or at least advise.

Take the Federal Trade Commission, for instance. Some of the things they solemnly do and have done, strike me, from a business standpoint, as being absolutely silly. Suppose a corporation wishes to do its business without any trouble with the Federal Trade Commission, the Sherman Law or the Clayton Act. Suppose this corporation goes to the Federal Trade Commission and says: "This is what we propose to do. Here is our sales plan. Here is our selling contract. Before we do anything, will you kindly tell us whether our plans are legal or illegal?" Do you suppose you could get any answer out of the Federal Trade Commission? In the light of past experience, you certainly could not. They will tell you, "Here is the Clayton Act, and the Sherman Law. Read them over for yourself. Now go ahead and do business according to these laws, and if you are all right there will be no trouble. However, if trouble does start we reserve the right to haul you before the commission, and if you are wrong, to fine you or send you to jail." Of course, I know that it would be the custom of the Federal Trade Commission under present practices, if they found a culprit, to refer the case to the Department of Justice and have the Attorney General bring the suit. Now that may be all right. But isn't it a lot of red tape, and doesn't it seem silly?

One supposes that the best legal talent in the United States wrote the Sherman Law and the Clayton Act, but when one has had experience with the Federal Trade Commission and numerous lawyers in and out of the government, one wonders why lawyers could not have been found, when these acts were written, to write them so they would be clear and understandable to everybody. Doesn't it seem absurd that we should have laws written by our highest authorities, and then afterwards have to have various courts clear up to the Supreme Court, interpret these laws for us? If the average business man in drawing up his contracts or in making his arrangements with those from whom he buys or sells, would follow the same system, he just would not have any time to do business. He would be mixed up all the time in legal quibbles about the interpretation of his contracts.

A Peck of Trouble

One great national lawyer once told me that it seemed marvelous to him that business got along so well, especially when the business men themselves knew so little about the law. But just as soon as a business man thinks he does know law, and starts to run everything legally, he gets himself into a peck of trouble.

And another thing. It seems strange to me, when the constitution grants us the right of trial and also the right to face our accuser, that the Federal Trade Commission can bring charges against us and we are never allowed to know who made these charges or to face our accusers. What becomes of our constitutional rights when this sort of thing happens to us, as it has to hundreds of business men?

Well, the bonus has been passed. Of course, the argument for the bonus has been that while workmen here in the United States in factories were earning $10 to $12 a day, while manufacturers were making large profits, while farmers were selling their products at exorbitant prices. the American soldier was fighting in trenches for a dollar a day. That seems like a pretty good argument except when one happens to know that a very large percentage of our population who will be taxed to the bone as a result of this bonus, never received ten, eight or even five dollars a day during the war. They never made any war profits at all, small or large, and a very large percentage of our property owning, taxpaying population were not helped by the war in any shape or form. I know of thousands of individuals and manufacturers, too, who went broke on account of the war. The evidence before the ammunition investigation committee in Washington recently shows that a number of our leading manufacturers in the arms line were saved by the bankers, or they would have gone into bankruptcy.

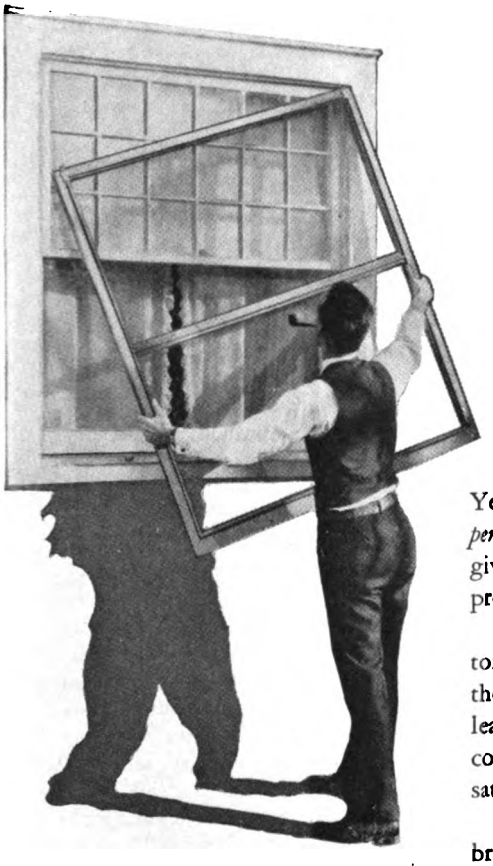
Great organizations have been built up in this country to look out for special interests for special classes of citizens with the government. Do you think, for instance, when the bonus is paid, that this enormous organization will stop working? Do you think they will not go ahead to justify themselves and to hold their jobs by going after the government for further concessions at the expense of the already overburdened taxpayers? Don't fool yourselves.

I was interested recently in receiving a letter from a widow, in which she tells of the very pleasant life she leads. Since the death of her father she has been regularly drawing an income from rented real estate, which has kept her in very comfortable circumstances. In her letter to me, she naively refers to her pension ($30.00 a month) from the United States government. She wonders if influence could not be brought to bear on the government to have this pension increased. Now here are the facts in regard to this pension that I happen to know personally. The husband of this lady was a hard drinker. Otherwise he was attractive, and notwithstanding warnings she married him. In due course of time the father-in-law had this man as well as his daughter on his hands to support. The drinking continued; in fact it increased. The father-in-law finally served notice that he was through. He would take care of the daughter and the baby, but nix on the able-bodied drinking man. Then what happened? The young man, this was 25 years ago, enlisted in the army. He was sent

(*Continued on page* 124)

Digitized by Google

This Spring...
plan on a larger market for BRONZE SCREENING



Because people everywhere are learning these 4 facts:

1. **Bronze Screens *cannot* rust.**
2. **Bronze Screens do not need patching.**
3. **Bronze Screens last years longer.**
4. **Bronze Screens save far more than their slight extra cost.**

Year by year the long, dependable, *expense-free* service that bronze screening gives is widening your market for this product.

More and more people—your customers among them—are recognizing the economy of bronze screens . . . are learning that the slightly higher first cost is more than made up for by long, satisfactory, *rustless* service.

This means a larger market for bronze screening *this spring.* Get ready for it! Be sure to carry an adequate stock of bronze screen cloth. And remember—customers who buy it will expect it to stand up year after year! To secure maximum service, the wire should be of the standard gauge set by the U. S. Government, the A. S. T. M. and the Wire Screen Cloth Manufacturers' Institute. It measures .0113" in diameter, and makes up into 16-mesh cloth which weighs not less than 15 lbs. per 100 square feet.

Now is the time to order bronze screening from your wholesaler! We do not make screen cloth, but furnish Bronze Wire to leading screen cloth manufacturers. 36205

Once again in these widely-read home magazines Anaconda Bronze Wire for screens will be advertised to people who will *buy* from you.



ANACONDA
from mine to consumer

THE AMERICAN BRASS COMPANY
General Offices: Waterbury, Conn.
Offices and Agencies in Principal Cities

Screens of ANACONDA BRONZE

Digitized by Google

Idaho Dealers Broaden Into Intermountain Assn.



FRANK DALEY
New President

HARDWARE and implement dealers of Idaho meeting at the Hotel Bannock Pocatello for the 15th annual convention of the Idaho Retail Hardware and Implement Dealers' Association, on Jan. 23 and 24, consolidated their interests in a reorganized group named Intermountain Hardware and Implement Dealers' Association. With representatives of 40 firms present, preliminary reorganization steps were taken, but finishing touches must be added by the officers. Headquarters will be maintained at Boise, Idaho.

Under the new plan of operation territorial lines are erased and association barriers lifted to include dealers in paint, harness, sheet metal, plumbing, electrical appliances, and allied interests, as well as hardware and implement retailers. All territory served by Boise and Salt Lake City, Utah, wholesale houses has been included by the organization.

The officers now face the task of cementing the policies outlined at the Pocatello meeting. Frank Daley, Jerome, vice-president of the former Idaho association, was elected president of the reorganized body, and presided at the meeting in the absence of R. B. Wells, Hailey. Sam Lund, Weiser, was chosen vice-president. The secretary is to be later selected by the board of directors.

Members of the board are: For two-year terms: H. C. Baldridge, Parma; H. Potee, Jr., Twin Falls; G. W. Charlesworth, Idaho Falls, and Miss Cally Nelson, Downey. For one-year terms: Carl H. Butler, Caldwell; Coe Price, Wendell, and Claude Bistline, Pocatello. The decision as to the 1937 convention city will be made by the board at a future meeting, although sentiment favors Boise. E. Bell, Boise, was renamed secretary of the association.



R. B. WELLS
Retiring President

Leaders in the move for reorganization lauded the report of the committee on reorganization and work was carried out under direction of the group. The committee included: H. C. Baldridge, Parma; Sam Lund, Weiser, and C. A. Harris, Rexburg.

The one important resolution adopted at the convention was introduced after a spirited address by H. C. Baldridge, former Governor of Idaho and member of the new board of directors. He called on manufacturers and wholesalers of implements to cooperate with retailers in meeting competitive prices. Mr. Baldridge contended an American-made mowing machine was being sold in Germany at a lower price than it was being quoted or was commanded f.o.b. the factory in this country.

C. C. Carter, Carthage, Mo., president N.R.H.A., discussed causes and cures of today's competition. He told delegates injurious competition was not found among dealers in hardware and implements, but rather between them and other retail lines. Mr. Carter contended too little money was being spent by the hardware industry in advertising. He quoted statistics proving 1.16 per cent of sales income was spent by the hardware to hold and build sales, as against 4.35 per cent by department stores. In a second address Mr. Carter discussed two topics: "N.R.H.A. Merchandise Program" and the "Future of the Independent Dealer."

Expanding the general topic of competition, B. M. Hiatt, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, spoke on "The American Institute of Fair Competition, Inc.," of which organization he is president. Mr. Hiatt outlined purposes of the institute, maintaining that its principles relating to the adoption of a definite and declared sales policy for the manufacturer are both business-like and sound. His address scheduled for Thursday was postponed to Friday, when he was unable to make suitable train connections for arrival on schedule.

Willard S. Bowen, Pocatello, representing the Idaho Society of Certified Public Accountants, discussed "The Social Security Act" in a concise fashion. His brief address covered chief topics of interest in major schemes for social security.

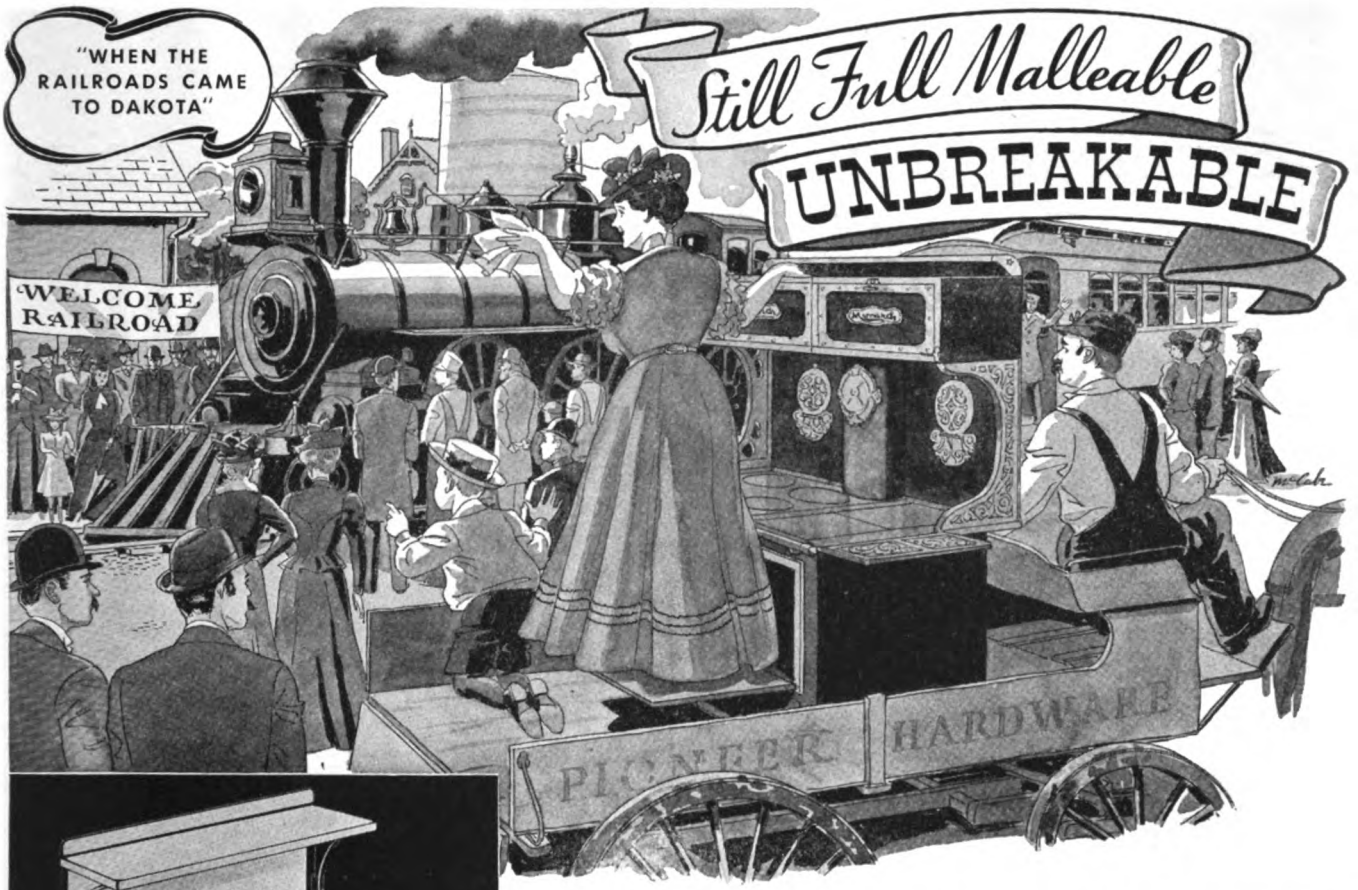
Mayor Robert M. Terrell, Pocatello, gave delegates keys to the city in an opening address Thursday morning.

Other speakers were Byron W. Butler, Salt Lake City, Utah, representing the W. P. Fuller Co., who discussed several interesting phases of paint merchandising, and Leo O'Conell, Boise, who pointed out advantages of mutual insurance.

Reservations for 200 persons were made for the S.H.I.P. banquet and entertainment on the concluding evening. This entertainment event was sponsored by manufacturers and jobbers serving Idaho.

Claude Bistline, Pocatello, had charge of convention arrangements, and made reservations for delegates desiring to attend a symphony concert by the well-known Pocatello orchestra at the University of Idaho, Southern Branch.

Digitized by Google



Still Full Malleable UNBREAKABLE



1936 Balanced Design
Still Full Malleable

as it was in the days when Strength was the ONLY Mark of Quality...

WHEN the railroads came to Dakota, carloads, even trainloads of *malleable* ranges were rushed over the new rails into the Northwest. However primitive the home and furnishings of the pioneer family, the *best* range to be had was considered a prime necessity. Nothing would do for these farmer-pioneers but a "Malleable" for only a malleable range could stand up under the hard usage a range received.

Those were the days when MONARCH was born . . . when strength was the only mark of quality . . . when unbreakable iron and hand riveted joints were the first requirement and no **one gave a thought to outer beauty.**

If you could lift off the beautiful, porcelain enamel shell of a 1936 MONARCH, you would find underneath exactly the same full malleable, hand riveted range we started to build nearly forty years ago. Nobody has ever found any other way to build a range to give equal service . . . and we are just old-fashioned enough to believe that *service* is as important today as it ever was. The customer of today may appear to think only of outer beauty but she *expects* to get service as well, and she looks to her dealer to see that she gets it.

Monarch MALLEABLE

How to Do a Bigger Range Business

The Monarch dealer can substantially increase his range sales by taking advantage of the Monarch Practical Payment Plan. With this plan the smallest dealer can meet the term competition of mail order house, city installment store or itinerant peddler. A small down payment; a very low "carrying charge"; 12 months to pay, and the full rate of profit secured on a cash sale, are the outstanding features of this proven plan. Full details are offered both to present Monarch dealers and to those in open territory who are interested in merchandising plans that will build volume and profits.

MALLEABLE IRON RANGE CO., 62 Lake St., Beaver Dam, Wis.

Digitized by Google

Syndicate Competition Was Chief Topic at Convention of Indiana Dealers

CAUSES and Cures of Today's Competition was the theme at the thirty-seventh annual convention and exposition of the Indiana Retail Hardware Association, Murat Temple, Indianapolis, Ind., Jan. 28 to 31.

Paul Crissey, sales manager, Edw. Katzinger Co., Chicago, discussed discounts and rebates to syndicates. He said that chain store merchandise consisting of small housewares offered the most competition because of the outstanding housefurnishings departments of chain stores, which, he said, are well located and always attractive to the public. That they are always on the look-out for new items is evident he declared, by the system of introduction and willingness to introduce new wares, which has attracted manufacturers. He also said that hardware dealers had little knowledge of how chains and syndicates operate. "Chains buy from samples, are easily sold, and are ready to take chances, while the average hardware jobber will not do these things," he said. He further stated that the fact that hardware retailers and jobbers do not offer sufficient market was very evident, and for that reason manufacturers could not invest in new dies and equipment for new merchandise to be sold exclusively through independent outlets. He compared costs of selling chains and jobbers, and also compared the costs of filling large and small orders.

New Lines

In discussing a policy for the hardware retailer, Ralph O. David, Logansport, association president, pointed out the need of better display and merchandising of new lines, urged a more thorough study of new items and lines, and asked that dealers show more appreciation of the cooperation of the manufacturer. He reviewed the year's work of the association, the meetings and gatherings of various groups, and praised the splendid cooperation of members.



G. F. SHEELY
Managing Director



RALPH O. DAVID
Retiring President



FRANK P. DUNCAN
New President

That heavy overhead is a burden to the retail hardware merchant was shown by Herbert P. Sheets, managing director, N. R. H. A., Indianapolis. In the study of expenses, Mr. Sheets explained the jobbers overhead, and compared the department store and variety expense with that of the retail hardware merchant. That department and variety stores pay more rent and are located in the better business sections was also shown. The difference in salesman efficiency was pointed out and the great need for better salesmen and salesmanship in the distribution of hardware was stressed. The wholesaler's cost of distribution and how these costs can be reduced were also explained. "When wholesaler and retailer work together to reduce costs of distribution and increase sales, they will meet the competition of the chain stores," he said.

F. C. Buddenbaum, treasurer and manager, Regal Stores, Inc., voluntary chain of grocery stores, Indianapolis, told the delegates how his company has solved the "Competitive Problem"—"If you don't make good as an independent merchant, you will be working for the syndicate sooner or later," he said. He explained the cash basis on which his company operates, its collective advertising and buying systems and described distribution by the cash-and-carry method. He said that the wholesaler must put his house in order first, find out the facts, and do something about it.

"The Hardware Merchant is not Serious Competition. He is too lazy," said Homer Hipskind, hardware merchant, Wabash, Ind., in discussing "A Jobber Dealer Plan of Cooperation." The hardware merchant must watch the danger-signals in order to stay in business, he declared. He further said: "That merchants know a lot about hardware but not the hardware business, is readily seen. Business offers more opportunities than in years to the alert merchant. He must let it be known that his place is not high priced, that his merchandise is first class and his mark-up is fair. Jobbers should assist retailers in displaying their wares, show them how to reconstruct their prices on slow moving items, and support the retailer in other ways."

Thursday's session was devoted to a discussion of Unemployment Insurance and how it will affect hardware dealers. Paul J. Stokes, research manager, N. R. H. A., Indianapolis, explained the plan. After a general discussion, the following resolution was adopted. "Since old age pension and the unemployment

(*Continued on page* 116)

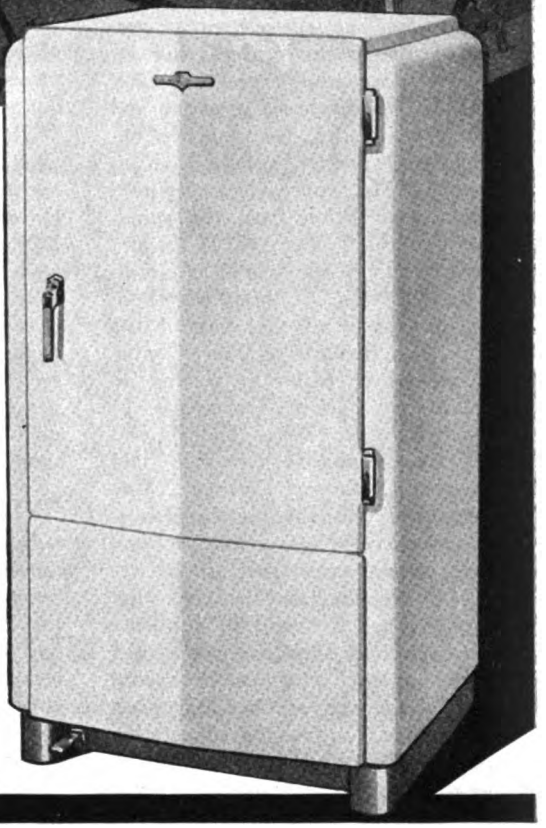
Digitized by Google



TO HELP YOU SELL MORE Hotpoint

MANUFACTURED BY GENERAL ELECTRIC

ELECTRIC REFRIGERATORS IN 1936!



THE biggest advertising and sales promotional campaign in Hotpoint Refrigerator history is being launched now! There will be full pages in The Saturday Evening Post... expanded plan of co-operative newspaper advertising... outdoor posters... radio announcements . . . window displays . . . store identification signs... recipe booklets... full line folders... envelope stuffers . . . pass-out pieces . . . slide films . . . retail sales manuals . . . customer savings bank plan. In addition, there's the new Hotpoint "Visualizer" and new Hotpoint "Featurizer"—which help dealer and salesman demonstrate the quality, features and advantages of the new 1936 Hotpoint line.

Hotpoint pre-sells the prospect... and makes 101 sales tools available to help you get the names on the dotted line! With its greatly augmented promotional campaign... new dealer display finance plan enabling you to stock at low cash outlay... and a new line of refrigerators, Hotpoint makes it easy to sell more. Write today for complete details. Hotpoint Refrigerator Division, Section AH2, Nela Park, Cleveland, Ohio.

Digitized by Google

Mountain States Dealers Hear Competitive Problems Discussed



W. S. HILL
New President



E. J. SINN
Retiring President



JOHN T. BARTLETT
Secretary-Treasurer

THE 34th annual convention of the Mountain States Hardware and Implement Association held at the Cosmopolitan Hotel, Denver, Colo., January 20-22, centered attention on competitive problems of the retail trade. An aggressive, optimistic spirit pervaded among the dealers, and attendance was the largest in years.

J. E. Woodmansee, treasurer and director of sales, Richards & Conover Hardware Co., wholesale, Kansas City, Mo., approached corporate chain competition from the standpoint of the jobber; H. M. Swain, executive vice-president Irwin Auger Bit Co., Wilmington, Ohio, urged support of the plan of the American Institute of Fair Competition and its policy of placing on record the sworn statements of manufacturers, as a logical and effective combative measure; and Charles C. Carter, Carthage, Mo., president, N.R.H.A., analyzed distribution costs of syndicate and independent store competition.

Mr. Woodmansee declared that retailers had a "right to duplicate national chain store methods of display, national chain store record and accounting systems, adequate advertising," and should educate the public that the independent is locally owned and operated, contributing to the good of the community, not only by money but by moral support.

"With all these things on the credit side, the independents should easily hold their present position and make a gain in the future. However, it will be up to the nation's wholesalers to deliver merchandise of equal or better quality and at prices which will retain independents in competitive position."

The speaker exhaustively dealt with measures to improve retail and wholesale operating efficiency. He reviewed the Patman and Meade bills, and declared the hardware trade organizations should "wholeheartedly support an honest effort of legislators to protect the independent dealers of our nation, and see to it that special favors, and demands made upon the nation's manufacturers, be forcibly discontinued."

Support Helpful Measures

In a resolution passed unanimously the association went on record, "Since it is apparent that the independent trade must look to further congressional action for some measure of relief, we are in full sympathy with the decision of the Board of Governors of the National Retail Hardware Association to support such of the measures now pending or that may be introduced in the present Congress as appear to offer greatest assurance of the elimination of the discriminations which have so long been such a serious handicap in the operations of the independent trade."

Another resolution, brought in by the resolutions committee, of which Dean R. Kendall, La Junta, Colo., was chairman, protested against the practice of manufacturers and wholesalers bidding direct on government projects. It was unanimously adopted.

Rev. Arthur L. Miller, Laramie, Wyo., with an address, "In the Land of Beginning Again," emphasized the necessity for new attitudes, providing a unique "curtain raiser" for the convention.

Dr. Don C. Sowers, University of Colorado, Boulder, presented results of a Boulder consumer survey, showing the extent of out-of-town buying, and the reasons. "Seventy-five per cent of Boulder families believe that local stores render good or excellent service," he said. "Seventy-eight per cent said that they most often found service unsatisfactory because of selection or price."

Nelson E. Reynolds, Greeley, Colo., showed the relationship of modern farm equipment to higher farm purchasing power, then presented motion pictures taken by the store in its territory, showing all types of farm machinery in use. The "home movies" are not expensive, and are constantly used in selling, an improvised basement "theater" being employed.

The economic importance of F. H. A., and the readiness of the Denver office to assist the local dealer, wherever located, to obtain banking cooperation, were told the convention by Leonard Kinsell, chief mortgage examiner.

Great interest attended the address of H. L. Nicholls credit manager of the International Harvester Company branch, Denver, on the skillful adaptation of credit terms to the farm-buyer's individual income. Mr. Nicholls demonstrated that, with the great majority of farmers, the old tradition that fall is the only

(*Continued on page* 116)

Digitized by Google



A BALANCED ASSORTMENT

—Balanced FOR Sales
—Balanced FOR Profits

ere's What You Get

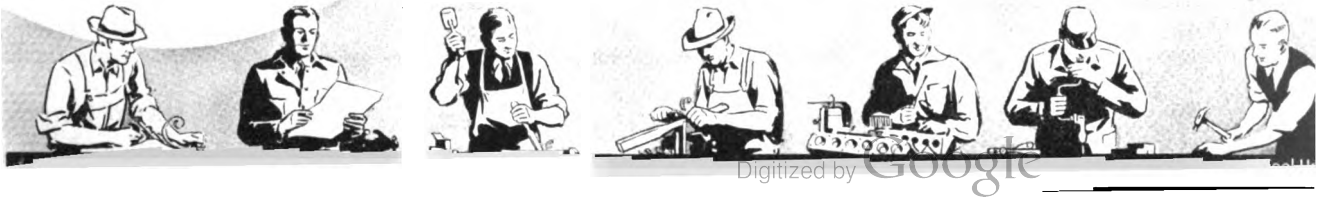
3 No. 51½ Nail "Stanley"	$1.00
3 No. 101½ Nail "Standard"	.75
3 No. 111½ Nail "Arrow"	.60
3 No. 211½ Nail "Hercules"	.39
Retail Price	**$8.22**
Dealer Cost	**5.48**
⅓% Dealer's Margin	**$2.74**

With this balanced assortment from the TOOL BOX OF AMERICA on your counter, you can meet *any* competition with a BETTER product. There isn't a "dead" item in this whole dozen — each is built and priced for the specific needs of your customers.

Remember that 33⅓% margin of $2.74! Remember that these tools are fast sellers. Order today from your jobber, and see how easy it is to make your fair margin of profit selling quality tools!

STANLEY TOOLS

New Britain, Conn., U.S.A.



Digitized by Google

Weather and Business Conditions Favored Annual Meeting of Texas Dealers

FAVORABLE weather and good business conditions were responsible for a very large attendance at the 38th annual convention of the Texas Hardware & Implement Association, held at the Hotel Adolphus, Dallas, Jan. 21 to 23. The exhibit, staged in conjunction, was one of the best in the history of the association, and the business sessions were both informative and productive.

The convention opened with a breakfast, at which the Texas Mutual Fire Insurance Co. was host. Following the breakfast its annual policy holders' meeting was held and the following directors were elected: J. D. Martin, Bryan; Edw. F. Flato, Corpus Christi; Bland Smith, Bonham; Hugo Schoellkopf, Dallas; T. C. Thompson, Canyon; J. W. Tabor, Waco; A. C. Toudouze, San Antonio; Carl Monk, Nacogdoches, and Dan Scoates, College Station.

The directors named above met the following day and elected J. D. Martin, Bryan, president; Edw. F. Flato, Corpus Christi, vice president; Bland Smith, Bonham, secretary; Hugo Schoellkopf, Dallas, treasurer.

President H. A. Turner, Madisonville, opened the first business session of the meeting with a review of the year's work of the association—showing that the secretary's office had been very busy—rendered many services, individually and collectively to its members. He told of the work that had been done in legislation, in the field, and called attention to the fact that the association has three full-time employees.

D. W. Northup, president, Henry G. Thompson & Sons Co., New Haven, Conn., spoke on "Manufacturers' Discounts, Rebates and Allowances." He discussed the practice followed by some manufacturers in granting confidential rebates and the effect that this has had on the syndicates. Mr. Northup also discussed The American Institute of Fair Competition, of which his firm is a charter member, and asked the dealers to investigate the policies of the manufacturers with whom they were doing business.



H. A. TURNER
Retiring President



CLYDE TOMLINSON
New President



DAN SCOATES
Secretary

The afternoon session was given over to Implement Distribution Problems, with L. J. Fletcher, agricultural sales manager, Caterpillar Tractor Co., Peoria, Ill., discussing "The Problems of the Implement Trade As Seen By a Manufacturer."

Mr. Fletcher said in part: "No nation ever will be happy unless there is some freedom of competition. I have been in a nation where it was restricted. I tell you competition is what makes a nation. There are many reasons why dealers in farm and hardware implements do not make money. The principal one is because they do not know their costs. Forget your discounts. Remember your costs. The farmer must pay what his produce is worth and hold to that price. There is one other question, that is trade-ins. Pardon me, but I must say we must get out of the habit of second-hand thinking. Again forget it. A successful dealer must be able to think out his own problems, and any man, dealer or not, who is not able to reduce his problems to understandable basis should not be listened to."

The "trade-in" situation, with regard to implements, was then covered in a spirited discussion in which the following dealers took prominent parts: A. C. Toudouze, San Antonio; E. V. Horne, Lockhart; J. A. Hull, Greenville, and J. L. Leazer, Valley View. Clyde Tomlinson, who was later chosen president of the association, summed up the discussion.

Wednesday morning's session opened with Glendon Hackney, assistant editor, *Hardware Retailer*, Indianapolis, talking on "A Comparison of Operating Expenses." He had figures of the hardware trade covering the retailer, wholesaler, chains and department stores, and he analyzed the various items that made up these costs to show just where the independent hardware retailer stands.

E. B. Gallaher, treasurer, Clover Mfg. Co., and editor of *Clover Business Service*, Norwalk, Conn., talked on "The Future of Hardware Distribution." He called attention to the need of the wholesaler and retailer working closely together. Following his talk he was asked many questions dealing with the economic situation as it affects business today.

Thursday morning's session was

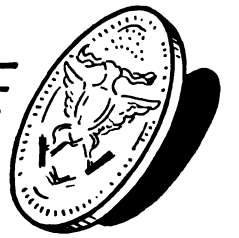
(*Continued on page* 128)

Digitized by Google



heads... or

TAILS... YOU LOSE



It is sometimes quicker and easier for a merchant to sell a cheap sash cord or clothes line than better grades that cost more. It takes less time, less explanations. To a customer who doesn't know the difference, the appeal of a low price is often a sufficient argument for purchase.

But when a merchant permits such a sale to take place, he seldom profits from the time he saves. For he fails to deliver the measure of value to which the customer is rightfully entitled—and which he naturally expects.

It invariably happens that when a customer learns of the greater durability and service of Samson Spot Sash Cord—of its superior construction, free of all the cheap substitutes for high quality yarn such as are used in inferior grades—he sees the wisdom of paying the higher price for this better sash cord.

It is equally true that the merchant who sells Samson Spot Sash Cord can always be sure of its uniform quality—of its firm, even braid—of its smooth, hard finish—and of its trouble-free service extending for twenty-five years or more. For it is made in only one grade, easily identified by the Colored Spots—our trade-mark.

The same common sense attitude is taken by most women. The average housewife when buying a clothes line would prefer to pay the extra amount for Phoenix Sash Cord if she is told that it is three times as strong as ordinary clothes line and that it will last many times longer. That is economy she can understand. She will appreciate just as quickly why it gives her more for her money in service and satisfaction when she knows that it contains none of the soft roving and loading found in cheaper cords—that it won't snap or sag as they do, when her washing is on the line.

It may take longer to sell the better performance of good braided cord, but merchants tell us that it is time well invested.

Samples on request.



SAMSON CORDAGE WORKS BOSTON

Digitized by Google

Pacific Northwest Association Reelects John Oud President for Third Term

JOHN OUD of the Oud-Shields Hardware Co., of Orofino, Idaho, in his second term as president of the Pacific Northwest Hardware and Implement Association, set the tempo for one of the best attended and optimistic of its conventions when, in his friendly, but pungent way, he opened the thirty-first annual meeting at the Davenport Hotel in Spokane, Wash., January 28 and 29. Later, Mr. Oud was reelected to head the association for his third term in that office.

"We may not be able to cure our business ills in a day" said Mr. Oud, in opening the convention, "but we will try to diagnose the troubles."

Even though we are faced with the prospects of a splendid year during 1936 we can not just sit by and let things take care of themselves. Mail order and chain store competition is getting harder. We must make an intelligent fight for increased volume with the weapons —the quality of our merchandise; the service we are willing to offer; attractive displays; and thorough cooperation with the jobbers." He also said that cooperative buying doesn't give the small independent dealer much of a "break" on slow-moving and infrequently ordered merchandise.

Alvin Jensen, Jensen-Byrd Co., Spokane, and Theodore Nelson, Frigidaire salesman for the same firm, opened the first afternoon session, and both stressed the importance of the major appliance business to the hardware retailer. Thoughts stressed in these talks were:

"Train a man specially for this selling, send him out on house calls and visits to the homes in the mornings and evenings, for this is when the big volume of large electric equipment sales are made in the homes. In addition, be sure your appliances are out in front, they are interesting to look at and they won't sell unless they are looked at." It was also urged that the hardware man not talk single units to be sold under the Federal Housing Act, but that if he is selling a washing machine, that he talk an ironer also, emphasizing the small extra payment necessary per month.

L. C. Van Patten, Cheney Weeder Company, Cheney, Wash., urged that a careful study be kept on taxation, that it not be allowed to get out of control.

"The greatest problem of today is lack of team work in the matter of price competition and price merchandise," said C. C. Carter, president, N. R. H. A., Carthage, Mo., who also said, "the goal is that more hardware shall pass through hardware stores."

Following the continued emphasis placed on the selling of electric washing machines and other major appliances through the FHA and otherwise, an interesting point was brought up in the general discussion by A. L. Barnes, Lewiston, Idaho, who said: "Any dealer with a large rural trade should not forget that a lot of farms do not have electricity, but they can buy washing machines. We sell 68 per cent of our washing machines to homes that are not electrified, with a man concentrating on farm trade to good advantage. However, such a salesman should be on salary, not commission, for the cost of long jumps and car maintenance rules out the commission."

The showing of several interesting films by the International Harvester Co. was followed by the election of directors and officers as the closing order of business for the first day.

The report of the nominating committee was adopted unanimously putting the following directors in office for the coming year: John Oud, Orofino, Idaho; W. H. Richardson, Harrington, Wash.; William Watzke, Lacrosse, Wash.; John Miller, Lind, Wash.; A. L. Barnes, Lewiston, Idaho; O. L. Lundalem, Deer Park, Wash.; Earl Kidder, St. Maries, Idaho. From these directors Mr. Oud was reelected as president for his third term; Mr. Richardson was elected vice-president, and Lee F. Olney, Spokane, Wash., was reappointed secretary.

On the program for the second day, O. L. Lundale, Deer Park Hardware Co., Deer Park, Wash., spoke from the viewpoint of the small town merchant. He said that

(*Continued on page* 130)



Left to right: John Oud, president, Pacific Northwest Hardware and Implement Association; C. C. Carter, president, National Retail Hardware Association, and Lee F. Olney, secretary, Pacific Northwest Association.

Digitized by Google



Acme Newspictures, Inc.

OPEN FIRE!

FRIGIDAIRE GOES INTO ACTION WITH THE OPENING GUN OF ITS GIGANTIC CAMPAIGN FOR 1936

● **Frigidaire's field organization, largest in the industry, is on the move toward its most successful selling season in history!**

In 38 dramatic conventions now going on from coast to coast, Frigidaire is presenting to its 20,000 dealers and salesmen the sensational Frigidaire for 1936—a product utterly new, stunningly beautiful, crammed full of powerful sales appeal in every respect. New campaign strategies are being introduced—dynamic, forceful new plans for action that overlook nothing to insure your biggest Frigidaire year! The men who have seen these spectacular new products and the powerful, compelling sales program are confident of sweeping victory. They agree that the challenge "You'll do Better with Frigidaire in '36" is no idle boast! . . . Frigidaire is going into action, and its greatest record-breaking year lies ahead! FRIGIDAIRE CORPORATION, DAYTON, OHIO

You'll do better with Frigidaire in 1936!

Digitized by Google

Minnesota Association Favors State Fair Trade Legislation



DAN E. BILLMAN
Retiring President



C. J. CHRISTOPHER
Manager-Treas.



GEO. HERREID
New President

DESPITE a siege of sub-zero weather and a biting 30-mile gale, the fortieth annual convention and exhibit of the Minnesota Retail Hardware Association was well attended at the Municipal Auditorium, Minneapolis, Minn., January 21 to 24, 1936. The convention endorsed the American Institute of Fair Competition; favored continuation of state real estate taxes and the extension of the chain store taxes and establishment of personal gross income taxes, and went on record in support of the state fair trade laws which would permit legalization of equal buying arrangement (or price agreement) among independent retailers in connection with their purchases from wholesalers and/or manufacturers. The convention opposed: sales taxes as a means of raising revenue; distribution of free seeds by state and/or federal governments; and went on record strenuously objecting to jobbers selling consumers or gas stations and other types of retail outlets plus the practice of financing non-hardware retail channels, all of which makes unfair and unjust competition for the hardware trade.

George Herreid, Deer River, was elected president, succeeding Dan Billman, Minneapolis, who presided at the convention. Frank Breher, Wadena, is the new vice-president and manager-treasurer C. J. Christopher was re-elected. The executive board for the coming year is: J. A. Hurley, St. Paul; Ebert Johnson, St. Cloud; A. J. Rynda, New Prague, and John Hyslop, Fulda. The new advisory board is: S. E. Hunt, Red Lake Falls; F. W. Bruscke, Good Thunder, and Dan Billman, Minneapolis, all past presidents.

The convention opened with the customary president's breakfast dedicated to the charter members of the organization. At this meeting 281 members who had been affiliated 25 years or more were also honored. President Billman welcomed the convention, thanked exhibitors and spoke briefly on conditions and the association's year, saying in part: "With business conditions in this territory much improved—with everybody feeling better—more optimism, we have much to be thankful for. Prospects are brighter and I confidently believe that 1936 will be a better year for all of us than the year just finished." Mr. Billman then thanked the association officers for their support, told of the work being done by state legislation for chain store taxes and against sales taxes, and said Minnesota hardware sales were 15 per cent ahead of the previous year. Agricultural products, he said, showed an increase of 36 million dollars for the state.

Urges Support Of Patman Bill

Talking on price discrimination, A. W. Cullen, editor, *Hardware Trade*, urged support of the Patman bill and discussed price advantages enjoyed by the chains and mail order houses and of efforts being made to correct this unfair situation. Speaking for the American Institute of Fair Competition, Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, responded to Mr. Cullen's remarks, telling of the work of the institute to correct unfair selling policies of manufacturers, making sales policies a matter of common knowledge. He said in part, "The institute was formed in response to your demand for some way to distinguish between the manufacturers who are supporting you and those who put other channels of distribution in a position to undersell you. Any manufacturer can file a statement of sales policy. If there are matters connected with the sales policy of any manufacturer which are not covered by his filed policy, members of the trade may inquire of the institute as to what his policy is in such matters. The manufacturer must reply to such an inquiry. The institute has power to investigate the facts to discover if such a reply is correct. The institute will then notify the inquirer. In answering an inquiry, the manufacturer is not obliged to disclose or to make public the details of his business with any particular customer. He must, however, permit the institute to examine the details of the matter under inquiry, in order to verify the truth of his statements. Thus, gentlemen,

(*Continued on page* 130)

Digitized by Google



Digitized by Google



K. H. YOUNG
President



A. B. RUMLEY
Retiring Pres.



J. M. STONE
Secretary-Treas.



A. B. CHANDLER
Governor

Governor Chandler's Address Won Acclaim at Annual Meeting of Kentucky Dealers

THE address of Governor A. B. ("Happy") Chandler was the outstanding feature of the 36th annual convention of the Kentucky Hardware and Implement Assn., held at the Seelbach Hotel, Louisville, Jan. 21 to 23, inclusive. Governor Chandler, who has long been an enthusiastic exponent of the interests of hardware and implement dealers, delivered an address at the opening business session of the convention which was so favorably received that immediately following his talk the association unanimously adopted a resolution pledging 100 per cent support to the Governor's program. The largest attendance of the convention heard the Governor's address, and he received a genuine ovation upon appearing in the hall. Following his address it was necessary for the convention to recess to permit dealers to extend their personal congratulations on his talk.

Governor Chandler has always taken a firm stand against sales tax legislation in Kentucky, and it was largely through his efforts that this was recently repealed in that state. He declared that during the time it was in effect it had taken $10,000,000 in retail business away from the merchants in the state and had, in addition, diverted $6,000,000 worth of retail business to adjoining states. He reiterated his vigorous opposition to any tax of this character and declared: "No business in Kentucky will be mistreated by tax legislation brought before the General Assembly by my Administration. The circulation of money and trade must be unimpeded, or else recovery will never really return to Kentucky." After describing the plans of his Administration to operate the state government on a business-like and efficient basis, he urged dealers to take an active interest in the state's legislative affairs; invited dealers to compare his campaign pledges with his accomplishments to date, and stated that "The fight for good government in Kentucky has just begun." Following his address the Governor, in a private interview given to this HARDWARE AGE representative, said that he believed his estimates of the losses suffered by retailers through the state sales tax were "very conservative."

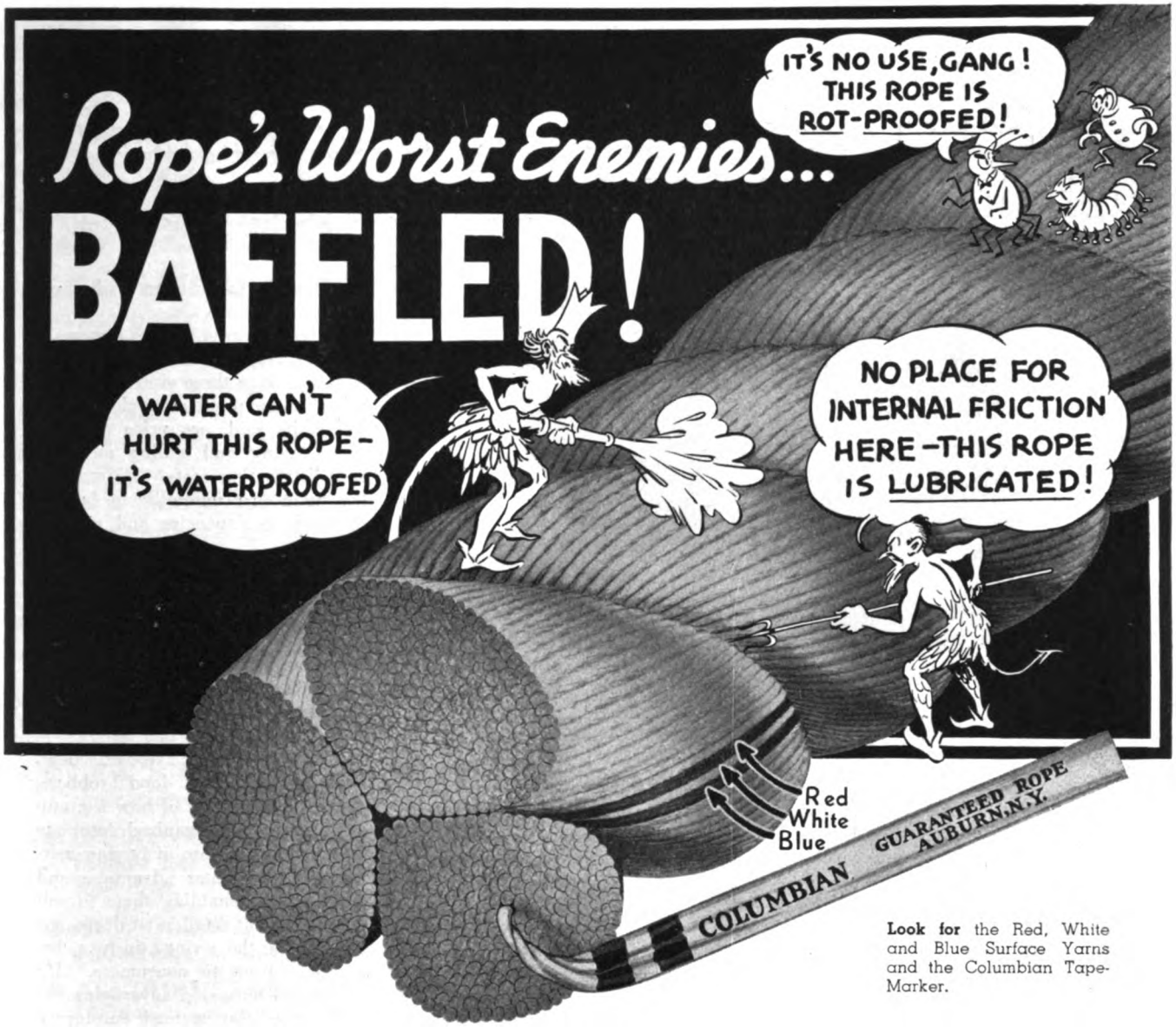
Large Attendance

Attendance exceeded that of all recent years, and all available exhibit space was sold far in advance of the convention. The convention officially opened at a luncheon Tuesday noon in the Seelbach Rathskeller, with the association as host. After the lunch the first business session convened in the meeting and exhibition hall on the tenth floor of the Seelbach.

Following opening formalities, President A. B. Rumley delivered his annual message. President Rumley stated that "there is a place for the independent retail merchant in today's picture," but he gave due credit to more aggressive competitors. He discussed the comparative volume of chain versus independent stores in considerable detail, and quoted Government figures to show that independent stores still do 67 per cent of the total retail volume, or more than twice the aggregate business done by chain and department stores. The necessity of adjusting methods to ever-changing conditions was emphasized by President Rumley when he said: "Yesterday's methods will not suffice for tomorrow's needs; each day must create a new approach to its problems, a new method for their solution. We are not protected by any patent; we must justify our existence through a real and genuine service rendered our community." He asserted that the price problem being faced by the entire hardware industry is most disturbing; called attention to the growth of consumer leagues which are pooling their purchases, and buying direct from manufacturers in many foreign countries, and to some extent in the United States, and to combat this trend he advocated that prices be kept as low as possible. He then voiced the opinion that business is better and that the current year may be expected to reflect further improvement. He next briefly reviewed the work of the association, and, in closing and through selected quotations, he advised fellow dealers to

(*Continued on page* 132)

Digitized by Google



Look for the Red, White and Blue Surface Yarns and the Columbian Tape-Marker.

THE exclusive method we use in treating each individual fibre in Columbian Rope accounts for this victory. WATER, INTERNAL FRICTION and DECAY—ropes worst enemies—don't bother Columbian. It is protected by our Waterproofing and Lubricating processes which seal the rope fibre against decay and give our rope greater flexibility. Expert seamen like Columbian because it is so easy to handle and to coil even when wet.

We know it is good rope. That is why we take full responsibility by guaranteeing every foot of it. The Red, White and Blue Tape-Marker in one of the strands positively identifies Columbian Rope.

COLUMBIAN ROPE COMPANY
352-80 Genesee St.
AUBURN, "The Cordage City," N. Y.

COLUMBIAN TAPE MARKED PURE MANILA ROPE

Digitized by Google

South Dakota Dealers Seek Higher Chain Store Tax; Fair Trade Practice Law



G. R. SIDDONS
New President



J. C. MULVANEY
Retiring President

A RENEWED attack on chain stores, scoring of governmental expenditures, and a demand for a fair trade practice law, marked official activities of the South Dakota Retail Hardware Association at its 31st annual convention, Sioux Falls, S. D., January 28 to 30, inclusive. Despite severe cold weather, there were 178 registrations.

Resolutions adopted called for increased taxes on chain stores, the association declaring that the present State tax is "entirely inadequate," and it was recommended that a bill, patterned after the Iowa chain store tax law, be introduced at the next session of the legislature. The expansion of local, State, and Federal budgets was also criticized, and it was insisted that governmental expenditures be held to a point where taxpayers would be able to assume the debt burden without increased taxation. The establishment of a fair price merchandise distributing system and a law against selling below cost was sought in the proposed fair trade practice law, the association suggesting that such a law for South Dakota be patterned after the California statute.

Endorsement of the American Institute of Fair Competition; a unified plan for equitable rate structures for railway and highway transportation; approval of the 8-point N.R.H.A. merchandising policy, and approval of the Patman bill, designed to outlaw preferential prices, rebates and allowances by manufacturers, were among other major actions taken by the association.

A. W. Cullen, St. Paul, Minn., editor *Hardware Trade*, spoke on discriminatory price practices by manufacturers in selling to syndicate stores and independent merchants, but visioned improved conditions through possible Federal legislation. C. J. Christopher, Minneapolis, Minn., association manager and treasurer, spoke on the N.R.H.A. 8-point merchandising policy; and Joseph H. Plumb, Fayette R. Plumb, Inc., Philadelphia, Pa., spoke on the American Institute of Fair Competition, of which institute this firm is a charter member.

Cooperation

A. E. Richardson, sales manager, Simmons Hardware Co., wholesale, St. Louis, told of three important phases in retail merchandising activities when he spoke on cooperation between jobbers and retailers. Mr. Richardson termed the three phases (1) efficient merchandising, (2) proper promotion, and (3) ample financing. He said that retailers should study their businesses carefully, seeking flaws, and then make proper adjustments wherever necessary.

Rivers Peterson, editor *Hardware Retailer*, emphasized the importance of recognizing three vital factors involved in competitive merchandising. These, he said, are price competition, buying and selling methods, and distributing costs. He stressed the point that unintelligent buying of goods is expensive and reduces profits.

A surprise feature on the speaking program was presented when Bjorn C. Christianson, St. Paul, Minn., northwest hardware manager, Montgomery Ward & Co., spoke on "Why Chain Stores Sell More." Mr. Christianson's address is published in full elsewhere in this issue.

Lloyd W. Hirst, vice-president, Pratt-Mallory Co., food jobbers, Sioux City, Ia., told of how a group of jobbers had organized into one unit for the purpose of buying merchandise at greater advantage and lower prices, enabling them to sell to independent retailers at decreased figures, and the savings, in turn, being passed on to consumers. He also urged increased advertising.

The need for trained employees in retail hardware stores was stressed by G. W. Sulley, National Cash Register Co., Dayton, Ohio. He declared that it is vital that employees understand the merchandise they are selling in order that they can present thorough and logical arguments to their prospective customers. He added that small stores, well managed, can make as large a profit on their investments as can the large stores.

B. B. Turner, sales promotion manager, Globe American Corp., stove manufacturers, Kokomo, Ind., spoke on comparative salesmanship and gave a demonstration of stove selling. Mr. Turner said that retailers must learn to sell performance and uses instead of "things." He declared that performance, durability and economy are the three major buying motives. He said that an intelligent buying public, when properly convinced, will pay more for much better merchandise. C. C. Wagner, Sioux Falls, Federal Hous-

(*Continued on page* 138)

Digitized by Google

MAKE MORE SALES in 1936 with Coleman SAFETY Ranges

INSTANT GAS FROM GASOLINE

A COMPLETE LINE OF MODERN MODELS —PRICED TO FIT EVERY PURSE

No matter what your customers demand in style or size—no matter how little or how much they want to pay—you can satisfy their exact desire from the complete line of 1936 Coleman Safety Ranges. There is a model to fit every cooking need—at a price to fit every purse. De Luxe models that challenge comparison—lower priced models that meet and beat mail-order competition.

Here are some of the many outstanding features that will help you sell more Coleman Safety Ranges in 1936:

- **NEW SILENCER** makes burners quieter in operation.
- **IMPROVED BAND-A-BLU BURNERS** with higher heating efficiency; save heat and cut fuel cost.
- **NEW CLOSED TOPS** conceal manifolds, give added beauty and provide added convenience.
- **ALL BURNERS INDIVIDUALLY CONTROLLED** by new quick-acting auxiliary valves.
- **NEW AIR INTAKE** with convenient and accurate air adjustment, provides burners with fresh live air.
- **EVERDUR METAL FUEL TANKS** are rust and corrosion proof; the greatest safety feature ever put on a liquid fuel stove.
- **UNEQUALLED BEAUTY**—distinctive style, modern design, attractive finishes and colors that please the most discriminating buyers.

Are you an Authorized Coleman Stove Dealer? If not, write or wire for information regarding Sales Franchise in your locality.

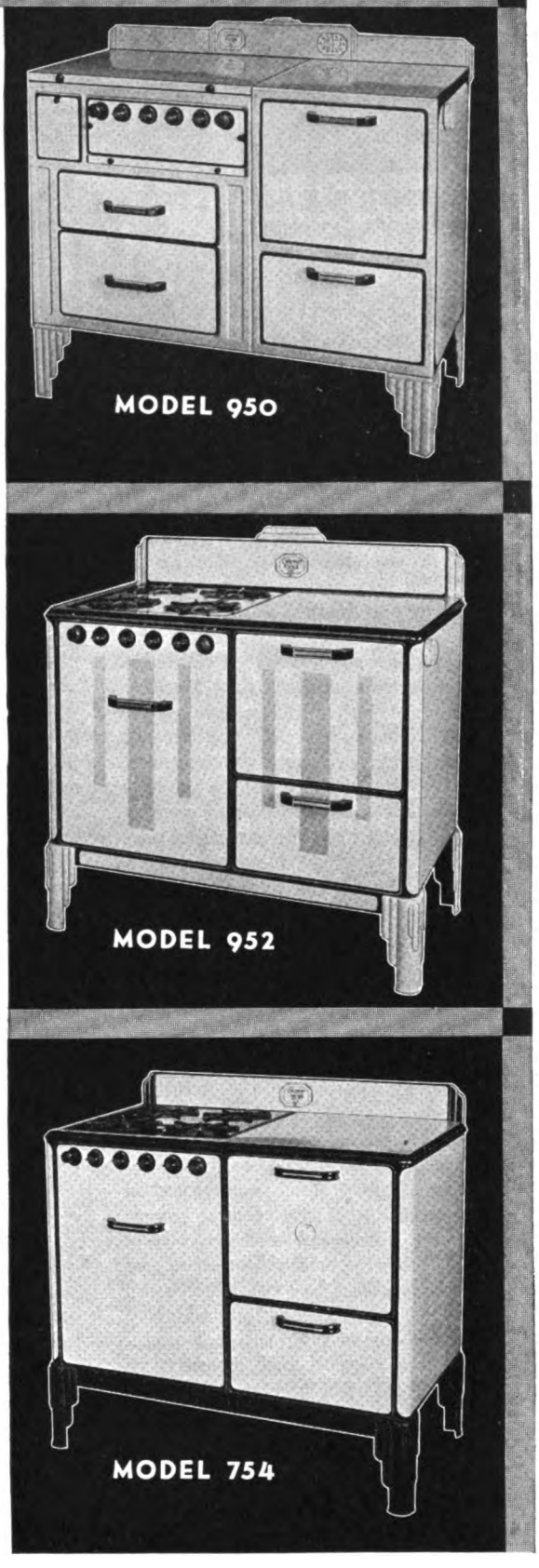
● Beautiful New Catalog Ready!— Shows the full line in their natural colors. Illustrates Coleman exclusive features—one of the finest catalogs of its kind ever published. Get yours now!

THE COLEMAN LAMP & STOVE CO.

General Office: WICHITA, KANSAS

Branches: Philadelphia, Chicago, Los Angeles, Toronto

(Ad-29)



Digitized by Google



CHESTER E. YOUNG
Retiring President



FLOYD S. LAMB
New President



CHAS. F. NELSON
Secretary-Treasurer

Oklahoma Dealers Protest Steady Rise of Taxes

INSISTING that a halt be called in the steady rise of taxation and expressing strong opposition to any further efforts to raise taxes, the Oklahoma Hardware and Implement Association in 33rd annual convention at the Masonic Temple, Oklahoma City, January 28 to 30, demanded that the present excessive governmental expenditures, local, State, and Federal, be promptly curtailed and the cost of government kept within the means of people to pay. Eight hundred dealers and retail salesmen were present for the meeting.

Considering the "Causes and Cures of Today's Competition" as it affects them, hardware and implement wholesalers and retailers alike were urged to thoughtful study and adhere to the merchandising principles as adopted by the N.R.H.A. Pointing out the magnitude of the discriminations against independent merchants, as disclosed by the inquiry of the Patman committee, in the granting of preferential prices, rebates, brokerage and advertising and other special allowances by manufacturers to syndicate store systems, the association endorsed the decision of their national organization to support such measures as appear to offer greatest assurance of eliminating these practices. Another of the resolutions adopted decried the policy of manufacturers and wholesalers who open their own outlets in communities where distribution is possible through already established retail establishments. Positive opposition to the passage of pending legislation for a thirty-hour work week was also expressed by the association.

The association further declared opposition to such price filing, whether in connection with trade practice conferences under the supervision of the Federal Trade Commission or otherwise, and as a means of putting the wholesaler-retailer system of distribution on a comparable basis with competing systems, the association urged retailers and wholesalers to closely study their operating expense, with a view of eliminating all non-essential costs.

The first afternoon's discussions centered around "Preferential Prices." D. W. Northrup, president, Henry G. Thompson & Son, New Haven, Conn., dealt with manufacturers' discounts, rebates, and secret allowances.

Fair Trade Institute

In giving "The Manufacturers' Answer," H. M. Swain, vice-president, Irwin Auger Bit Co., Wilmington, Ohio, advocated that retailers and wholesalers lend their support to the American Institute of Fair Competition in seeking methods to prevent unfair competition and to eliminate unjust allowances and discounts to favored syndicate outlets.

Setting forth the possibilities for increased profit in the potential implement business in 1936, R. C. Archer, assistant sales manager, International Harvester Co., Chicago, declared this should be the best year for implement sales dealers have seen for some time; but he cautioned that "dealers will have to go out after the business if they expect to plumb the depths of possibilities and build up volume."

Built around the subject "Retail Store Management," the second day's session was a most helpful one. In a comparison of operating costs, Glendon Hackney, assistant editor, *Hardware Retailer*, Indianapolis, presented figures on mail order, chain and variety stores as compared to hardware stores, showing that the chief disparity in such figures lay in distribution costs.

Louis Buisch, National Cash Register Co., Dayton, Ohio, stressed "Better Selling, the Key to Bigger Profit," with special emphasis on salesmanship-training for clerks.

E. P. Hall, E. P. Hall Hardware Co., Durant, Okla., speaking on "It Pays to Modernize Your Store," related his own experience in increasing his business in the past seven months $18,000 over the same period last year, by using better store methods and better display.

One of the very best sessions was the school in show card writing, conducted by F. B. Koock, director, Pen Art Department, Hill's Business University, Oklahoma City. Much interest was shown in Mr. Koock's very fine demonstration, and as a result a three-day school in practical show card work is being planned as a feature of next year's convention.

The value of modern store fronts in selling was stressed by F. W. Flynn, Pittsburgh Plate Glass Co., Oklahoma City, who gave a practical demonstration of the difference in old style and modern store fronts.

Paul Mulliken, assistant to the president, Simmons Hardware Co., wholesale, St. Louis, brought out the possibility of meeting competition through closer wholesaler-retailer cooperation, and offered a plan as basis for securing such cooperation.

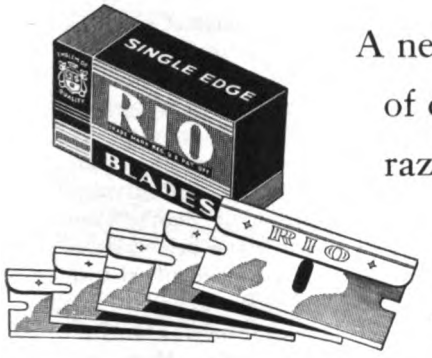
E. W. Smartt, manager of the Oklahoma Retail Merchants Association, Muskogee, spoke on legislation, lending particular emphasis as to what the State Old Age Pension law will mean in the way of taxation to retail merchants.

F. S. Lamb, president, Pettee's Hardware Co., Oklahoma City, was advanced from first vice-president to the presidency, to succeed Chester

(*Continued on page* 138)

Digitized by Google

RIO



A new standard of quality in razor blades



Note construction of new THEFT-PROOF display case

Package slides down vertically —and is pushed out through lower slot from behind, not pulled out by customer. Open for inspection, but protected from pick-ups. With easel for stand-up and tab for hang-up.

Retail price:

5 for 15¢

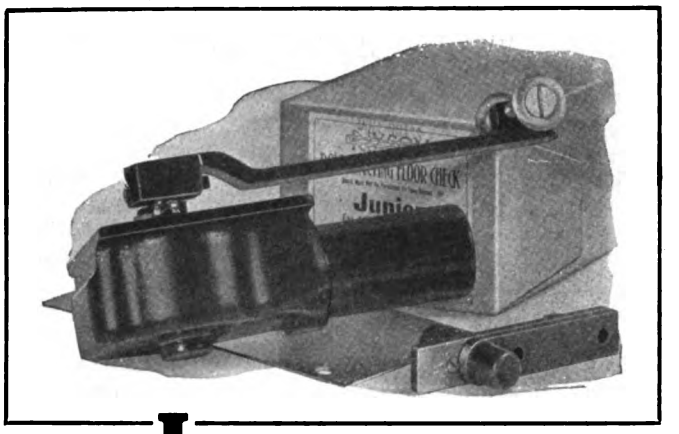
Here are a few quick facts that suggest how we work constantly toward our one fixed aim: To produce razor blades as near shaving perfection as possible.

Only highest grade Swedish charcoal steel is used in RIO blades, every inch magnetically tested for flaws. This steel is tempered by the most modern methods and accurately checked for hardness. Blades are ground, *spiral honed* and stropped by specially designed equipment. Every blade is individually inspected under Cooper-Hewitt lights, then wrapped and packed mechanically by pneumatic fingers. A costly routine for a razor blade, but essential for first quality.

Note particularly the fact that RIO blades are individually inspected. This is our protection and yours. Customer will not come back to you with complaints on shaving results. Every RIO blade is the same—*The new standard of quality.* Standard Safety Razor Corp., East Norwalk, Conn.

SPEAKING OF RAZOR BLADES—

"Standard" *means* STANDARD



The LOW-PRICED MEMBER of a High Quality Line

This double-acting floor check for pantry doors and other light interior doors is the product of all the skill and experience which developed the Rixson line of floor checking devices.

The Rixson "Junior" is the class of builders' hardware you can afford to stock for the miscellaneous run of demands from day to day. Although less specialized in its use, it is typical of heavy-duty models . . . and a more popular seller.

When you locate a new building project, a remodeling or modernizing job—you need the sure cooperation of an established manufacturer. You are glad to turn to a line which you long ago learned was dependable.

Check and fill your stock. Write us for any detailed information needed.

—●—

THE OSCAR C. RIXSON CO.

4450 Carroll Ave., Chicago, Ill.

New York Office: 2034 Webster Ave., N. Y. C.

Philadelphia - Atlanta - New Orleans - Los Angeles

San Francisco

RIXSON

BUILDERS' HARDWARE SPECIALTIES

Digitized by Google

Why Chain Stores Sell More

(*Continued from page 59*)

buyer, you can find someone to sell it to you for that price. If you haven't enough weight to bring the necessary pressure on your source so as to get the price concessions needed, then you must combine with others, until you do. You can't accomplish it any other way. You must have a certain markup to take care of all your expenses and leave you a profit besides, and yet that same markup must not bring your selling price beyond that of your legitimate competition.

After you once get the margin that you need, you must maintain it. In order to conserve it, you must not allow any shrinkages to enter into your merchandising plan. Markdowns will do it, and no business is free from markdowns—not even your business, whether you know it or not.

The difference between a chain store and the independent at this point is the chain stores know the seriousness of markdowns and know it must be controlled. They make allowances in their budgets to take care of them. That is why their physical and their book inventories agree, or very nearly so at the end of each year.

The small merchant does not worry about anything like a markdown. It is seldom mentioned even in meetings like this. It is typical of the "forgotten man," a forgotten merchandising principle.

Price Concessions

When merchandise gets shopworn and the dealer has to sell it for less, he does not make any record of it. When he sells an item for 40 cents that he was planning to get 50 cents for, he does it without any worrying about how it will affect his profits. But it does. If the independent dealer was forced to record price concessions given to customers, he would be surprised at how fast they would total up.

When no thought is given to the age of merchandise in the store, sooner or later some of it will fail to bring in the regular price or what the store manager planned was necessary so he could make a profit in selling it.

To do a better job in keeping markdowns at a low point, such as the chains are doing, you must do several things:

1. Buy your merchandise intelligently. Take into consideration the seasons. Make it your business to know when the peak of the season comes, in any line. Build up your stocks so as to have the most goods in advance of this peak and then learn to taper off so you will have little or nothing left when the season is over.

2. Don't guess at specifications, sizes, etc. Make it your business to know which size or kind sells best. Keep records, making it possible for you to check back if necessary to get this information.

3. Don't guess at quantities. When buying, do you know how many you have on hand, how many you have on order, and how many you sold in the last 30 days? The syndicate stores know. That is one of the reasons why they seldom buy too much and why they get as much as six turnovers on housewares, 4½ on sporting goods, 4 on straight hardware, 5 on paint, 5 on farm equipment, and so on down the line.

I know that it would help every one of you immensely, if you are not using such a form to have an order blank of your own on which all orders, both mail orders and those given to a salesman, would be written—this order blank to have three narrow columns at the left of the page headed "On Hand," "On Order" and "Sales previous 30 days," respectively. Then make it a rule never to order any merchandise without this information in front of you.

4. Encourage your salespeople to talk with you about merchandise that is not moving. Aging merchandise is a parasite. Stores that want to keep their merchandise investment down, identify each item as it comes in so one can tell whether it has been in the store six months, one year, two years or more. No one makes any money on two year old goods. There are many reasons to back up the statement that your profits dwindle fast after your merchandise gets a year old or more. I don't have to tell you that. So why lose money on merchandise that is getting older every day.

Store Supervision

Now I come to the fourth point, and that where you are going to say "It can't be done." I have seen too much on both sides of the fence to know that *it can't be done without it*, and that is:

Store Supervision Should be Given In the Field by Men, Whether Out of the Association Office, Under the Jurisdiction of Your Main Jobbing Source or Otherwise.

In other words, if efficient operation is to be maintained at the high point necessary to meet the competition you have today, someone from the outside must check up the carrying out of fundamental principles of business which the small merchant is apt to ignore.

About six years ago, I tried to put into effect in a group of hardware merchants just such type of supervision. I didn't get very far, for in the first place I was five years ahead of the times, and another very good reason, I didn't know enough about it. The principles of this plan were almost identical with those which are now a part of the program of such concerns as Hall Hardware Company; Marshall Wells Hardware Company; Hibbard, Spencer, Bartlett Company, and perhaps others that I am not in touch with. These large suppliers of hardware believe, and correctly so, that the solution of the problems of the hardware merchant lie in active supervision from outside of one's business.

In other fields such as the variety, the grocery, and the drug, these same ideas are being put into effect. Whether the supervision is in advisory capacity or mandatory, does not make so much of a difference if the merchant has admitted to himself the need of it and has faith in the ability of those who serve him. Go into a chain drug store today—then into an independent store. The difference represents largely outside supervision and help rendered by one who is highly skilled in operating such a store.

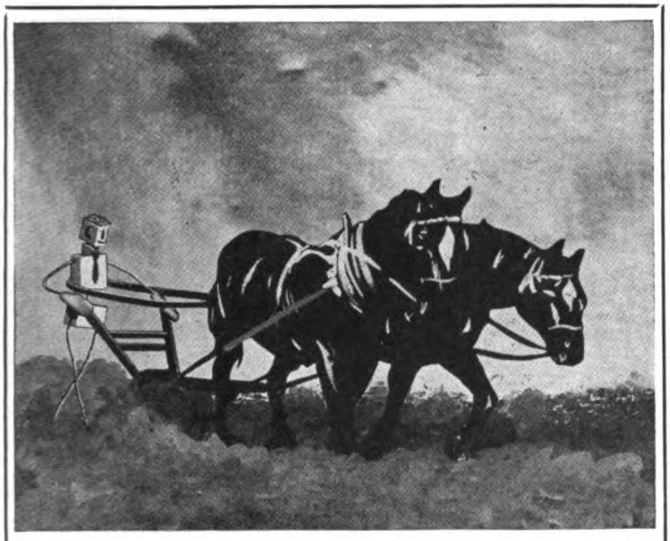
An Investment

When you begin to pay $10.00 or $20.00 per month for such service, intelligently rendered, your expenses will begin to go down and your profits to go up. This is the type of expense that is an investment. Invest some of your money in brains instead of merchandise.

The chains spend more money for expenses than you do. Administrative and supervisory expenses are hardly known to you. Yet if the money paid out for them is wisely spent, it will lower the ratio of overhead to sales, rather than increase it. Your margin will go up, your investment down, your sales up, and so on.

Point five that I tried to make was this:

Digitized by Google



MORE HORSES —MORE HARNESS

The Supreme Court decision outlawing the "Triple A" is causing much speculation as to the future of the American Farmer.

With all restrictions removed, however, it seems pretty certain that a greatly increased acreage will be returned to production this spring.

That means **More Horses,** because farmers are finding out that Old Dobbin is pretty hard to beat for all-around usefulness, dependability and economy.

More Horses means, naturally, **More Harness,** and that's where **you** come in. Why let the Mail Order House get this business from your farm trade? Get it **yourself** with a line which permits you to meet the stiffest competition.

BEN HUR and **LATIGOTAN** harnesses are making handsome profits for hundreds of dealers in "Worthington Territory."

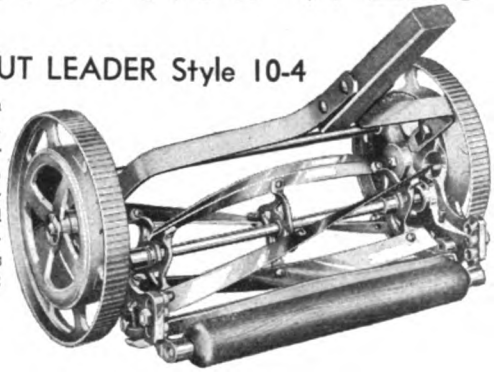
WRITE FOR OUR SPRING HORSE GOODS FOLDER

THE GEO. WORTHINGTON CO.
1829 CLEVELAND, OHIO 1936

BLAIR *Drawcut* LAWN MOWERS

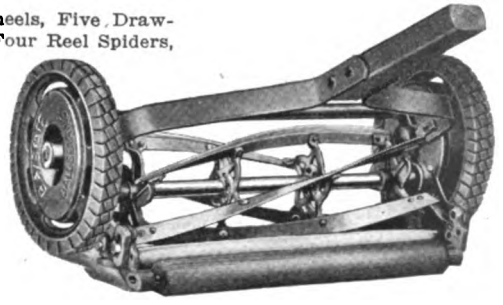
DRAWCUT LEADER Style 10-4

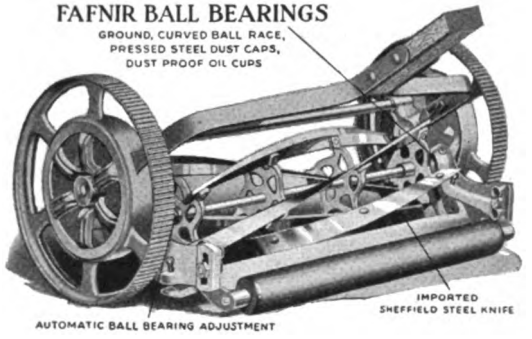
Ten-Inch Wheels, Four Drawcut Blades, Automatically Adjusted Ball Bearings. Sizes 14, 16 and 18 Inches.



BAY STATE Style 10-5

Ten-Inch Wheels, Five Drawcut Blades, Four Reel Spiders, Raised Edge Stationary Knife and *Non-Skid* Rubber Tires. Sizes 14, 16, 18 and 20 Inches.





AUTOMATIC JR., Style 11-5

Eleven-Inch Wheels, Five Drawcut Blades. Sizes 16, 18 and 20 Inches.

Push the BLAIR line for 1936 — a line backed by 57 years of experience. The models shown above are only a few of a complete line—a line that has superior advantages not only in superlative construction and materials used — but includes models with which to meet price competition.

(Write for quotations and circulars)

BLAIR

MANUFACTURING COMPANY
Established 1879
SPRINGFIELD, MASSACHUSETTS

Digitized by Google

Some Group Effort Among Retailers, and Perhaps Wholesalers, Should be Accomplished Such as Will Make Them the Power in the Buying Field that the Large Syndicates Are Today.

When the independent merchant pays about as much for the same, or identical merchandise, as the chain store is selling it for, then something is radically wrong. I do not imply that the chain store pays too little or the independent too much, considering the conditions which surround the distribution of merchandise, through these two channels. Both are justified, under their present set-up. The two methods are not competitive, however.

Is there any blame attached to buying certain merchandise at 78 cents even if someone else is paying $1.09? Furthermore, is there anything wrong with selling what costs 78 cents for $1.19, netting 32 per cent gross on sales, even if the one who buys it for $1.09 can only make 8 per cent when meeting this price? Positively not. You can't blame the one who buys it for less if he sells it for less.

A Competitor's Policy

Here is the policy of one of your large competitors as it relates to competition:

"It is the policy of this company that our retail prices never should be higher than the prices of any leigitimate competitor on comparable quality merchandise."

This means meeting regular prices with regular prices, sales prices with sale prices, and their definition of a legitimate competitor is just as definite and exacting as the one set down by your own trade organization.

Please notice nothing is said in this statement of policy about underselling other retail outlets. This is not a thought of the average syndicate store. Their prices are fixed long before they know of what competition is doing, and adjustments are made to meet prices rather than to beat them.

Not so long ago, I was in a good sized city in Iowa. I visited the store of a hardware merchant that you men have all heard of. He is a pioneer in Association and Hardware Insurance work and known the country over. He has a beautiful store, and a very fine assortment of merchandise.

While in the store I shopped fifteen items of merchandise. Many of these were identical with the merchandise the mail order chain is selling—made by the same company—regular stock merchandise—I found in every instance the prices ranged from 10, 15 and up to 20 per cent above those offered in a mail order chain store several blocks down the street.

Then I said to myself—"Just why will people walk six blocks beyond this chain store to pay another merchant 10 to 20 per cent more for the same merchandise?" Here was a "why" which could only be answered in one way: The reason is this—that these people did not know that the chain store merchandise was either identical, or if made by another factory, in every way equal to the higher priced goods offered by the independent store. Who wants to pay more for equal values today? No one—not if they know it.

Today this is the big problem of the syndicate store, this process of educating the public so they will realize that lower prices do not indicate inferior quality by any means. You can rest assured this is being done.

And so you have another phase to this competition you have not reckoned with. It is growing rapidly, emphasizing the necessity of the independent dealer doing something about it. The present status of the independent store is not going to carry you through. Your way of doing things has not kept the syndicates from making inroads on your business, and the sooner you recognize that you can't go it alone, that you have to group your efforts with others, the sooner a way will be found.

It is up to you to bring this about. The pressure, or demand, must come from merchants who are already grouped together for their own interests, and who recognize that they are not going far enough to meet conditions as they are today.

You can talk about service, quality, prestige, home-owned, etc. It all helps. But you have had all these things in your favor for the last ten or fifteen years, and yet you have been slowly losing out. If they haven't saved you, why expect them to in the future.

Then I have been asked to say something about display.

The question arises—Does chain store display sell more merchandise than the hardware store type? My answer is "yes," using the mail order chain store as a criterion.

All chain store display methods do not lend themselves to such lines as your merchandise. The stores I refer to, do.

Instead of going into any lengthy discussion or trying to paint a picture without the materials at hand, I urge you instead to visit one of these stores just as soon as possible. You may not approve of all you see, but you will get enough in new ideas to pay you for driving 50 miles, if necessary.

The first impression you will get in the hardware lines is a riot of color. This is accomplished by covering the counters with red oilcloth and some green, and some in ivory. The stores are attractive to the eye and, therefore, interesting to the buying public.

The second impression you gain will be that of orderliness and cleanliness. I have known store managers that lost their position because they did not keep the stores clean and orderly.

Third, you will be impressed by the positive division of merchandise by lines. There is no intermingling of lines. Housewares are all in one place; farm equipment in another; auto accessories all in the same part of the store, and dairy supplies in one section, etc.

Arrangement

Much thought is given to arranging merchandise in the store so that kindred lines are near each other. Consideration is also given to placing lines near each other so that the salesperson most familiar with the merchandise can work in both without traveling all over the store.

Granted that some of the better hardware stores do departmentize—but this is only true of a few of them. Ordinarily merchandise is found on one counter or the other, without any attempt at grouping for the convenience of the buyer.

Another thing I want you to notice and that is, there are no empty bins. If the merchandise that was on the counter has gone out of season, other has been put in its place. You do not find fishing tackle on display in January. I venture I can find some being shown in some of the stores represented here.

Chain store displays *sell more* because they *show more.* Every item, whether hardware, sporting goods, or what have you, must be out in the open. The customer is exposed to more merchandise and buys more.

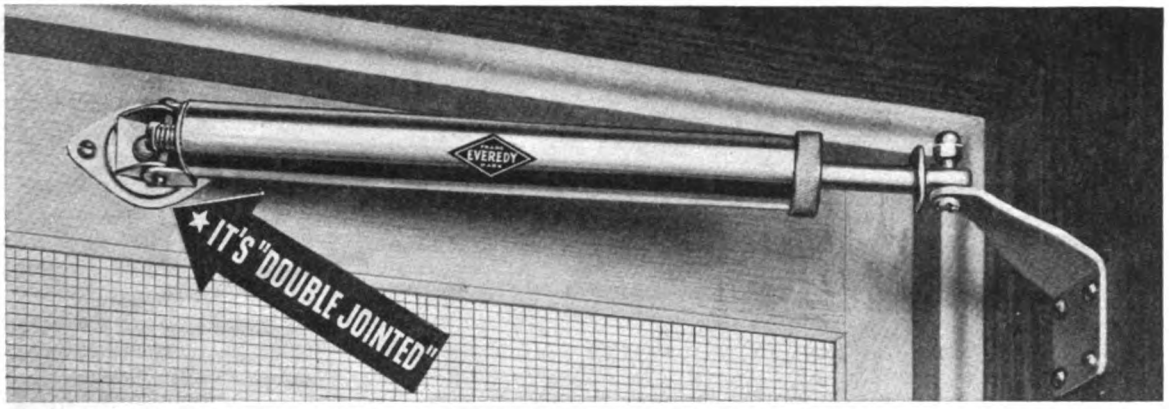
The step-up type of a counter is more effective than the flat. Then risers, or superstructures as we call them, are used to feature hot items.

(*Continued on page* 140)

Digitized by Google

GET ONE OF THESE EVEREDY DOOR CLOSERS—ON APPROVAL!

See for yourself, at our expense, that it is the greatest door closer ever made. If you don't agree that it is what you want for your customers—the easiest, most profitable closer to sell—send it back. We will forward the postage cost to you! That's fair enough, isn't it?



No. 1100 DOOR CLOSER—RETAILS AT 85¢ EACH

SEND NO MONEY

Write us direct, on your firm letterhead. Tell us your jobber's name.

We will send you, postpaid, one Everedy Door Closer with the "Double-Jointed" Door Bracket. Keep it for 30 days. If not entirely satisfied—return at our expense—we pay return postage.

THE EVEREDY COMPANY FREDERICK MARYLAND

THESE SALES AIDS MAKE MONEY FOR YOU

Everedy Door Closers will be advertised this spring to Home Owners all over the country through AMERICAN HOME and THE BUNTING DIRECT - TO - HOME ADVERTISING SERVICE.

The ONLY Sprayer with Electrically Welded Seams

GALVANIZED AFTER FABRICATION

- BIG 5" TANK OPENING
- PUMP LIFTS OUT IN ONE COMPLETE UNIT
- DOUBLE ACTION LOCK
- DOUBLE GRIP PLUNGER
- SWIVEL NOZZLE COUPLING

A sensational new Sprayer, made with big 5" TANK OPENING, ELECTRICALLY WELDED SEAMS AND HOT GALVANIZED AFTER TANK IS MADE. Because of the large opening, it is easy to clean and solution can be mixed right in the tank. In galvanizing tank after it is formed, a heavier coat of galvanize can be applied, and the galvanize cannot flake off while the tank is in the process of manufacture. This tank will withstand a pressure of 100 pounds.

New "OPEN-HED" Sprayer

Consider these features—note the advantages over the old fashioned machines. The surprising thing is that THEY COST LESS THAN THE OLD FASHIONED SPRAYERS.

New double-action lock makes it easier to operate—Swivel nozzle permits instant adjustment. Everyone who uses a Sprayer will want an OPEN-HED the minute he sees it.

Write for booklet and prices TO-DAY. If your Jobber cannot supply you, write us NOW for the name of our nearest Jobber.



• SWIVEL NOZZLE



LARGE 5" TANK OPENING



PATENTED AND PATENTS PENDING

The E. C. BROWN COMPANY

750 Maple Street, Rochester, N. Y.

All types of Sprayers from Atomizers to Wheelbarrow Sprayers

Digitized by Google

American Hardware Supply Co. Meet

(*Continued from page 84*)

he presented cash and other prizes to retail salesmen and dealers who won the awards in special selling campaigns. In connection with such events he urged dealers to more actively encourage the participation of their salesmen. Several new dealer members were then introduced.

MacDonald Witten, associate editor, HARDWARE AGE, New York City, discussed several methods for increasing hardware store volume and profits. He advocated outside selling in particular, and briefly outlined the necessary procedure in carrying out a productive outside selling program. Dealers were also urged to make a written "inventory" of their personal characteristics and habits with a view to eliminating any obstacles which may be blocking their more rapid advancement.

As a surprise feature of the program, John A. Ditz, a director of the company, Ditz & Mooney Hardware Co., Clarion, Pa., then voiced a well-phrased appreciation of the long and faithful service rendered the company by President Scarborough, who was presented with a luxurious easy chair and smoking stand. President Scarborough responded with appropriate words of thanks.

Past, Present, Future

The address of Mr. Stout on "The Past, Present and Future," was the outstanding feature of the Monday evening program. As is indicated by the title of his address, Mr. Stout reviewed the past history of the company, described its present position in a detailed manner, and explained tentative plans for the company's further progress. Many of the points stressed in his talk were made more graphic by comparative and other special charts and graphs. Figures presented by Mr. Stout showed that the company has enjoyed a 35 per cent increase in active membership and a sales increase of 145 per cent during the past three years, and that in its 1935 operations it turned its inventory, on a cost basis, 6-plus times, while operating on an overhead expense of 10 per cent. It was also pointed out that the value of the company's stock has increased 25 per cent within the past two years.

Under a plan explained by Mr. Stout, which was later unanimously approved by the dealers present, the company will discontinue the monthly patronage dividends previously paid on purchases. Instead, under the new plan of operation the company will allow the usual 2 per cent cash discount for payment within 10 days, and will declare its dividends to dealers annually. The new plan, it is said, will enable the company to continue its progress through "plowing" back profits, enlarging inventory, and enabling it to handle a larger volume of sales. It is believed that so much will be gained through the advantages of the new plan that the company expects to do a million dollar volume this year, and is being budgeted to operate with that volume on an expense of 8 per cent.

Another plan proposed and adopted was for a revision of the card index price system furnished dealers. This system embraces every item handled, and is brought up to date weekly. Larger cards, giving more complete information, are to be provided, with this system continuing to be supplemented by a large loose-leaf catalog having a price card file reference. An advertising service for dealers, now in the early stages of development by the company, was also approved.

E. A. Hastings, treasurer and assistant secretary, presented his report and made an analysis of the company's balance sheet as of Dec. 31, 1935. He also stated that the auditor's report had been accepted by the directors.

At Tuesday's business session Earle B. Yahn, Yahn-Jones Hardware Co., Elwood City, Pa., read the minutes of the preceding annual and semi-annual meetings. Later Mr. Yahn reviewed the by-laws of the company.

The following directors were then elected: *Three-year terms:* Charles



DAZEY LEADERSHIP Is No Accident

SURE I'LL RECOMMEND DAZEY CHURNS TO MY FRIENDS — THAT'S HOW I GOT MINE!

THINK of it—practically 90 per cent of all family churns sold today by dealers are DAZEY CHURNS! Such amazing dominance doesn't just happen. The most powerful and most comprehensive of advertising or selling campaigns cannot force acceptance so nearly universal. Such extraordinary leadership in sales is possible only when equally outstanding leadership in quality has been steadfastly maintained for many, many years. That and that alone is the basic reason for the overwhelming predominance of DAZEY CHURNS — reason enough, too, why no dealer who sells churns can afford to be without a complete line of DAZEYS. And don't forget that the extension of power lines into rural communities has created a wonderful opportunity for DAZEY ELECTRIC CHURNS, both to new users and for replacements.



Sold Only Through JOBBERS AND DEALERS

ORDER FROM YOUR JOBBER . . . A SIZE FOR EVERY NEED

2 Quart to 10 Gallon Capacity. Hand or Electric Operation.

DAZEY CHURN & MFG. CO.

4301 Warne Avenue St. Louis Missouri

Digitized by Google

W. Scarborough, Scarborough & Klauss Co., Pittsburgh; F. B. Post, Paul & Post, Washington, Pa., and John A. Ditz, Ditz & Mooney Hardware Co., Clarion, Pa. *Two-year terms:* H. M. Kirk, Kirk, Hutton & Co., New Castle, Pa.; J. E. McGeary, Leechburg, Pa., and Geo. C. Brown, Punxsutawney Hardware Co., Punxsutawney, Pa. *One-year terms:* J. M. Scott, W. M. Scott & Co., Carnegie, Pa.; J. R. Andrews, Adamsville, Pa., and S. M. Wylie, Wylie Bros., Inc., Elizabeth, Pa.

A motion was made and passed to again hold a semi-annual meeting of one or two days' duration in July. The general meeting was then adjourned and in executive session the board elected the following officers: President, Charles W. Scarborough; vice-president, F. B. Post; secretary and assistant treasurer, J. M. Scott; general manager, William M. Stout, and treasurer and assistant secretary, E. A. Hastings.

Increased Sales of Washers Forecast for 1936

(*Continued from page* 52)

1936 was analyzed from the standpoint of its positive and qualified nature; that is, those who were sure they would buy and those who hoped to be able to purchase were separately analyzed. This 30 per cent total buying intent breaks down into 25.4 per cent positive and 4.6 per cent qualified. Heretofore, each of our previous surveys of this kind has shown the qualified and positive intent evenly balanced, while, for 1936, better than 88 per cent of it is positive in nature. This indicates that buyers are on the march and that a degree of confidence and security in future employment is creating a more determined buying interest in 1936.

(3) Comparing the total buying intent for washers with other major appliances, as measured by this study, it is indicated that washers are in a favorable position. For example, buying intent for refrigerators was 49.4 per cent, kitchen ranges 37.7 per cent, oil burners 32.1 per cent, ironers 40.3 per cent.

(4) Assuming that this buying intent can be applied soundly



Here's that EXTRA *sale*

Over and above your regular tool sales, there is many an "extra" sale to be made by displaying neatly boxed sets of Millers Falls Steel Letters and Figures in a prominent place on your counter. Their usefulness provides the customer interest. Their obvious high quality needs no sales talk. Millers Falls Steel Letters and Figures are of finest steel, their faces accurately formed and sharply cut. They are made for that long-lasting satisfaction that you want every tool you sell to produce.

Every carpenter and machinist—even the "home-workman" who lends his tools—are prospects for a set of these identification dies. Gain these "extra" profits by adding Millers Falls Steel Letters and Figures to your line. Available in two types—guaranteed Hand Cut Gothic Face for general industrial use—Machine Cut Gothic Face, in lower price range for general, all-round use. Write for Catalog and special information today.

MILLERS FALLS COMPANY

Greenfield MILLERS FALLS TOOLS SINCE 1868 **Massachusetts**

Digitized by Google

MR. RETAILER:—

Watch;

—for coming advertising in space carrying this border;

—announcing merchandise produced with probably the country's greatest length of experience;

—by a factory with only 1/10 of 1% credit losses for all last year, thus eliminating the customary high credit loss cost factor from our final prices to you;

—plus profitable-to-you, practical variety AND a sales policy that the trade helped to plan;

—with most of the sales-resisting angles eliminated;

against the 6,541,000 units purchased prior to 1930, it indicates that 1,962,000 women are interested in replacing their old washer in 1936. Compared to 1935 volume totals, this assumption indicates that 77 per cent more women will be interested in buying in 1936 than were sold last year. The question is whether the industry will reshape its distributive methods, renew its emphasis on outside selling and adopt the aggressive promotion required to reach more people and persuade them more forcefully of the advantages of owning latest model washers. This is the estimate of potential interest and it remains to be seen how much of it will be capitalized.

1936 a Good Year

It is indicated that dealers believe 1936 will be an unusually good year, for, when asked to declare their opinion as to the 1936 outlook compared with 1935, 82.1 per cent reported that it would be good, 16.7 per cent fair, only 1.2 per cent poor. Another real sales increase in total unit volume and, I believe, a proportionately larger increase in total retail dollar volume can be expected in 1936. Certainly, it is a good year to put on even more sales pressure than heretofore.

While electric washer volume gained 8.5 per cent in 1935, compared with the year before, volume in gas-driven washers increased 52.2 per cent, from 119,147 units in 1934 to 180,832 units in 1935. This reflects improved farm conditions. Of course, since the Supreme Court ruling declaring A.A.A. unconstitutional the effect of this upon farm conditions cannot be measured, but even though it should somewhat retard washer volume, it affects only 13.8 per cent of the total washer market and we should not neglect to place against that the encouraging factor of a remarkable increase in rural electrification.

Farms Wired

At present, not less than 1,200,000 American farms are either wired for electricity or can quickly secure such service by simply calling up the electric light company in the nearest town. This is quite an increase over the mere 177,000 that were electrified in 1923. With nationalization of living habits, occasioned by magazine advertising and the greater amount of time which everyone has had to study it during depression years, the housewife on the farm has become modern in her desires and appreciates most the improvement of her home life rather than dissipation of it in ostentatious fashion. Thus she wants a new electric refrigerator and radio which, in themselves, are stimulating a sweeping desire for rural electrification so that, owning a gas-motored washer, there is an increasing opportunity to replace it with an electric washer.

It is interesting to know the factors which these 7392 women declared would most control their buying decision in 1936. They are:

Cleansing	15.5%
Durability	14.2%
Convenience	11.3%
Speed	11.6%
Easy on clothes	9.9%
Use saving	9.0%
Reputation of maker	7.0%
Safety features	6.3%
Price	4.0%
Dealer reputation	3.8%
All other reasons	7.2%

Digitized by Google

THIS WRENCH WON'T FLY!



It's the *Improved* Stillson by Ridge Tool Co. and no workman ever felt like chucking it flying out the window.

Wood Handles
6" to 14"
Steel Handles
6" to 48"

THE husky jaws of this *Improved* Stillson take hold of a pipe and "stay with it." There is no slipping or skidding to make a guy bark his knuckles against a bench or a brick wall. There is no old-fashioned flat spring on it to snap at just the wrong moment and puncture a hand.

This new Stillson, Improved by Ridge, has music wire, cone coil, safety springs sheltered away inside the rugged housing. As a result the handle, having no pin hole to hold the spring, is extra strong. It is of heat-treated tool steel and so are the jaws. The frame is of heat-treated alloy and the adjusting nut is also heat-treated.

There is a useful, accurate pipe scale on the hook jaw. The wrench over all has swell balance and it's practically unbreakable.

All parts of this new *Improved* Stillson are interchangeable with any other Stillson.

A Stillson wrench is a steady sales item. The improvements of this new *Improved* Stillson give it new salability. If your jobber by any chance can't supply you, write us direct.

Improved STILLSON BY RIDGE TOOL

THE RIDGE TOOL COMPANY, Elyria, Ohio, U.S.A.
Manufacturers of RIDGID Pipe Tools

BLUE RIBBON *Rubber* SOLES



- **FAST SELLERS**
- **BIG PROFIT MARGIN**
- **BEST QUALITY**
- **A SIZE FOR EVERY SHOE**

Don't pass up the money making opportunities Blue Ribbon Soles offer. Here is a fast moving item that pays a large profit.

Blue Ribbon Rubber Soles are easily attached by the customer. Simply spread on the Blue Ribbon Rubber Cement that comes with each pair of soles, then stick on the soles. The Rubber Cement holds the sole securely to the shoe. Blue Ribbon Soles stay on for many months and outwear any other sole.

There are six sizes—3 for men, 3 for women and children. These six sizes fit every size shoe. Get our attractive prices on Blue Ribbon Soles at once.



No. 400 No. 225

The "DAISY" Line
OFFERS NEW PROFIT OPPORTUNITIES

Besides stick-on Rubber Soles, the big Daisy line of Household Rubber Goods consists of rubber heels, bath plugs, sink stoppers, faucet washers, rubber tubing, bath sprays, furniture casters of all kinds and a hundred other money making items sold in Hardware Stores. Write at once for our beautiful new Catalog No. 100. It brings, in natural colors, pictures and listings of the best sellers. Every Hardware Store owner will find in it many long-profit, quick selling items that should be in stock at all times.

Simply fill out the coupon below or mail us a postcard or letter for a Free Copy of Daisy Catalog No. 100.



SCHACHT RUBBER MFG. CO.
HUNTINGTON INDIANA
*Factories at **Huntington and Noblesville, Ind.***

Schacht Rubber Mfg. Co.,
Huntington, Ind.

*Send us your **new Daisy Catalog No. 100,** free and postpaid.*

Name of **store**.....

Name of **buyer**.....

City**State**.....

Digitized by Google

Indiana Convention Report

(*Continued from page* 92)

insurance acts now are National law no attempt will be made to commit this association either in favor of or in opposition to them. However, since by reason of the permanent nature of the employment of hardware salesmen and the comparative high wages paid them, less need exists for such benefits, we urge on our State law makers the wisdom of abiding by the provisions in the National enactment exempting employers of eight or fewer persons from the provisions of the law in any contemplated legislation."

The association also adopted a resolution as standing firmly against the passage of bills bringing into effect a thirty-hour work week. The resolution mentioned specifically the Walsh government control bill, the O'Mahoney licensing bill and the Black bill.

After the reports of the various committees were presented, the following officers were elected: Frank P. Duncan, Gosport, president, and Karl L. Fenger, New Albany, vice president. Members of the Executive Board: Robert Kelley, Winamac; Carl A. Miller, Kendalville, and Paul Ulrich, Indianapolis. Members of the Advisory Board: Ralph O. David, Logansport, and A. S. Gronemeier, Mt. Vernon, both of the latter being past presidents. G. F. Sheely was reappointed managing director.



Mountain States Convention

(*Continued from page* 94)

time that notes should come due is wrong.

The proper handling of a specialty sale, said Mr. Nicholls, whether of a hardware or strictly farm machinery item, began by going over with the farmer all his different sources of probable income, they allowed for other expenditures, and finally arrived at a program of payments based not on time of year, but on ability to pay. Such a plan would improve collections, free cash for other use, and actually improve sales.

S. I. Fredregill, Sterling, Colo., handled an interesting "Question Box" period. Novelty entertainment numbers, arranged by former president Otto L. Schumann, Denver, enlivened the sessions. The annual H. I. P. Club banquet and entertainment was attended by over 600, the largest attendance in many years. The Hardware and Implement Quartet, composed of Messrs. Hill, Ferguson and the Turner brothers, sang at sessions.

A popular convention feature was the inauguration of the Mountain States 25-year club. John W. Valentine, Boulder, Colo., twice a president and one of the association veterans, presented certificates, while blue ribbons were pinned to lapels. Twenty-six members were announced, and more than half of these were present.

James E. Ward, Monte Vista, introduced new members to the convention. President E. J. Sinn, Sheridan, Wyo., conducted the program with dispatch, and there was zest to every feature.

The auditing committee, made up of D. S. Nevius, Lamar, George Allen, Steamboat Springs, and Clarence R. Clark, Denver, reported a financial gain for the year. Dean R. Kendall, La Junta, was chairman; Alva Glassburn, Craig, and J. R. Lowell, Colorado Springs, other members of the hardware

Digitized by Google

THE WORLD'S GREATEST HAMMER

THE CHENEY NAILER

THE HAMMER THAT HOLDS THE NAIL

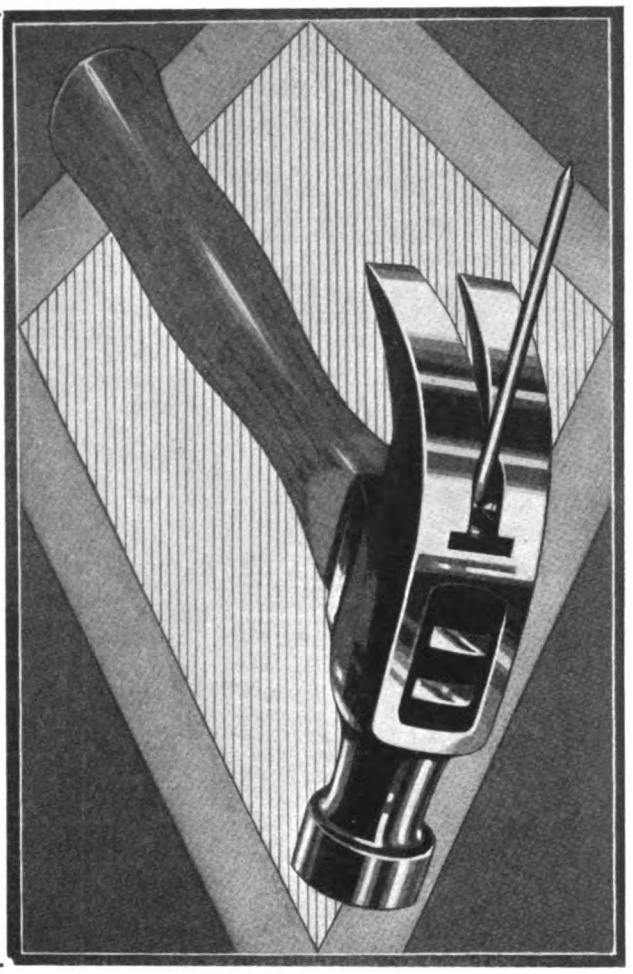
IT has every feature of all other hammers and in addition something no other hammer has, regardless of price—the nail holding device, which strongly appeals to every professional and amateur mechanic. Selling at the same price as other good hammers, the Cheney Nailer will quickly lead the way to increased hammer sales in your store. Send your order for a carton of Cheney Nailers today and also order the Cheney Nailer Sales Maker, the most active sales-demonstrator you ever had in your store. It turns tryers into buyers.

A FULL LINE OF HAMMERS

HENRY CHENEY HAMMER CORP.

FACTORY
LITTLE FALLS, N. Y.

SALES OFFICE
302 BROADWAY — NEW YORK, N. Y.



LE PAGE'S WINNER OFFER

A Real Casein Glue



POPULAR SALES PRODUCER

Real Casein
No Heating
Great Strength
Moisture-Resisting

For Wood-jointing Veneering and Manual Training

Le Page's Winner Offer

12 only 1½ oz. 10c size
6 only 4 oz. 25c size
3 only 8 oz. 40c size
1 only 16 oz. 65c size
FREE
2 only 4 oz. 25c size
1 only 8 oz. 40c size
25 Folders—1 Display Card

COST $3.00

SELLS FOR $5.45

80% Profit on Cost

You get a real selling aid with this offer—an "eye-teasing" display in striking colors and design, that acts as a quiet sales producer. The hardware trade is cashing in on the trend for casein glue. That's why LePage's makes this inviting offer on Winners. Your jobber will supply you—ask him today!

RUSSIA CEMENT CO.
GLOUCESTER, MASS.

Digitized by Google

3-IN-ONE has "CHECKS" appeal!



■ **CHECKS ABRASION—** DOES NOT COLLECT GRITTY DIRT

■ **CHECKS FRICTIONAL RESISTANCE—** PROVIDES LONG-LASTING LUBRICATION

■ **CHECKS HARMFUL RUST—** KEEPS WORKING PARTS CLEAN AND BRIGHT

3-in-One Oil appeals instantly to all customers. It *has something*—special blending from three oils to assure *triple* protection. This famous oil checks wear, minimizes friction, stops rust. And when you check your cash slips, you'll find 3-in-One sending sales *up!* One and 3-oz. spout cans; 1, 3 and 8-oz. bottles. Displays sent free.

ORDER FROM YOUR WHOLESALER

For free displays, write

THE A. S. BOYLE CO. (INC.)

Cincinnati, Ohio

resolutions committee. Karl W. Farr, Greeley, Charles Montandon, Brighton, and J. F. Gordon, Colorado Springs, comprised the implement resolutions committee. R. L. Patterson, Fort Morgan, Colo., headed the nominating committee, other members of which were J. L. Tagert, Meeker, and B. F. Early, Laramie.

Officers elected were William S. Hill, Standard Mercantile Co., Fort Collins, Colo., president; John B. Valentine, Boulder, Colo., first vice-president; Mark R. Schmidt, Grand Junction, Colo., second vice-president; Alva Glassburn, Craig, director for one year; Clarence R. Clark, Denver, Colo., and Ed Romine, Schulte Hardware Co., Casper, Wyo., directors for three years. The board of directors reappointed John T. Bartlett, Boulder, Colo., secretary-treaturer.

Entertainment features of the convention were in the hands of the H. I. P. Club, of which Win Sale, Mountain States representative of the National Lead Co., was president.

Danger of Direct Buying

(*Continued from page* 67)

They will set up their clerk-manager as an independent retailer and add the 10 per cent or more, to the delivered cost of their goods.

Many of the other store managers, not being in a position to acquire a store of their own, may still follow their "direct buying" training and habits, even if they must eventually organize cooperative groups among the consumers, and therein lies a new danger signal.

Even now, over one billion dollars worth of merchandise is distributed annually through cooperative consumer groups. The largest number of these groups is, of course, among the rural farm trade on heavy merchandise.

On December 11, 1935, I received a letter from the president of the Elkhart Business College, expressing concern about the many economic changes in the minds of young people, and says in part, "I wonder what would happen to our economic structure if the public would go direct to the producer for supplies and eliminate the retailer, as some retailers have recently eliminated wholesalers?"

Obviously, should this cooperative movement spread to 50 per cent of all commodities produced in America, it would become a "one time prime cost" distributing system, resulting in a commercial catastrophe of greater widespread unemployment and cause the vacating of thousands of retail store buildings, which could no longer remain as tax-paying property.

Yet, with a further curtailment of direct buying, as was reflected by the improvement in general business conditions during 1935, and by a determined effort to support the wholesale "three times prime cost" distributing system, which faithfully served this nation for 100 years before 1920, America should come out of this depression and into a new period of prosperity by the autumn of 1938, or two years after the approaching presidential election.

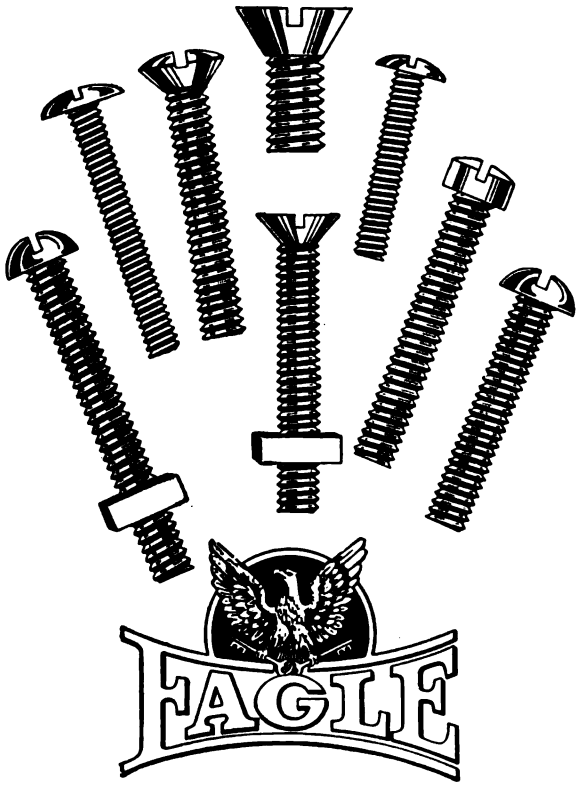
I know of one sound method to prevent further elimination of our population, and likewise bring national income back to normal. Here it is.

Every sales representative entering your store to sell you a bill of goods "direct" from the factory or producer under the theory . . . remember I said under the theory, that you can "buy that way for less," and thereby "sell for less," give him your order if you need the goods, and then write on that order, "This merchandise to be delivered or billed at net prices quoted, through our favorite wholesaler."

If you fail to do that, then who shall we blame for prolonging the depression, and how will you eliminate the danger of direct buying?

Note: Figures used in this article are given in "round" numbers instead of actual dollars and cents to simplify the information.

Digitized by Google



STOVE BOLTS AND MACHINE SCREWS

YOU can be sure your customer will be pleased when you supply him with Eagle Stove Bolts or Machine Screws.

Reasons are four—and more, but the four are these:

1. **Carefully selected material.**
2. **Accurate Workmanship.**
3. **Especially Clean Threads and Slots.**
4. **Excellent Packing.**

Stock these superior Eagle products for profit and satisfaction.

• • •

The Eagle Quality Line

Night Latches	Store Door Sets	Wood Screws
Trunk Locks	Padlocks	Stove Bolts
Front Door Sets	Cabinet Locks	Machine Screws

EAGLE LOCK CO.
General Sales Office
26 Warren Street · New York

Branch Offices:
521 Commerce St. Philadelphia, Pa. — 179 N. Franklin St. Chicago, Ill. — 114 Bedford St. Boston, Mass.

Works at Terryville, Conn.

FULL PROFIT
Every Month in the Year

Nourish Your Business
with these
"Bread & Butter" Items
Peerless Folding Furniture

Here's a line for Hardware dealers that recognizes *all seasons*. Highly profitable specialties as well as staple items which keep sales humming. Peerless Folding Furniture includes not only camp and other outing furniture, but the colorful chairs of different types for lawn, porch, veranda, studio, beach and boat, and also our all-wood folding chair for assemblies, Juvenile Furniture, etc. Here are just a few of the varieties! Get our catalog to learn our complete line!

Sell This Low Priced Item


No. 90

Here's a unique number—our *No. 90 Chair*, light yet strong, with durable reinforced seat. For added comfort, front is 16 in. high while back is 13 in. Chair, 24 in. wide over all, 30 in. high, seat 16x16 in. This chair folds to 32x5x24 in. See page 13 of our catalog, or *let us send samples.*

No. 95 Chair is the same as No. 90 except a *rocker* chair. Folds to 35x7x24½in.

Push Camp Furniture

Take advantage of the big touring, camping and outdoor season just ahead. The Peerless Folding Furniture is made with convenience, hard usage and strength in mind. Get a line on our cots and pads, stools, chairs, tables, beach backs, covers, paulins, etc.

And consider our *No. 35 Chair* that folds two ways and weights only fifteen pounds. Varnished wood; double filled duck cover.


No. 35

Something New for Fishing!



Sell this unusual device to fishermen. Then they can wade in deepest water and catch big fellows lurking in otherwise inaccessible places. The FISH-N-FLOAT holds regular 6.00x16 inner tube. Comes with tube permanently installed or with zipper on cover for easy removal. One may furnish his own tube. Weighs only 4 pounds complete. Straps attached for carrying on shoulders when out of use. Free folders for distribution. *Write or wire for complete details.*

IF your interest is IN TENTS, write for Tent Literature

Send for our 1936 catalog!

Samples of above products sent responsible firms —to be returned or kept as part of order.

TUCKER DUCK & RUBBER CO.
Dept. D-19 — Fort Smith, Arkansas

Digitized by Google



Yours For the Asking

We'll gladly send SAMPLES OF POLLYWADS Polishing Papers to prove how downright good they are. They quickly put a beautiful polish on Silver, Brass, Chromium, Aluminum, Copper, Nickel, Pewter, etc. —They thoroughly polish—not partly—in fact

Clean and Polish ALL Metals

like new. Wonderful for Glass. Chemically treated. Contain no harmful ingredients. Will not scratch delicate plating. Put up ten convenient size papers in attention compelling cellophane wrapped Red and Blue package to retail like "sixty" at ten cents and net you a "sweet" profit. Packed 24 packages in Display Carton.

Write for FREE Samples and our Sales Promotional Plan No. 1 Using DEMONSTRATIONS.

PADCO, INC., 342 MADISON AVE., N.Y.

Rollfast

ROLLER SKATES



The big steel balls make them sturdier . . .

D. P. HARRIS HDW. & MFG. CO., INC.
D. P. HARRIS BLDG., NEW YORK, N. Y.

CONVENTION CALENDAR

Connecticut Hardware Association Annual Convention, Hotel Bond, Hartford, Conn., March 4 and 5, 1936. Charles F. Freeman, secretary, Branford, Conn.

Hall Hardware Company's Thirty-third Annual Stockholders' Meeting, Convention, and Exhibit, Minneapolis. Minn., Feb. 18 to 20 inclusive, 1936. Business sessions and exhibition: The company's building, 6th to 7th Ave. No. on Third St. G. E. Hall, president and manager.

Missouri Retail Hardware Association 38th Annual Convention and Exhibition, St. Louis, Mo., Feb. 18 to 20 inclusive, 1936. Headquarters, exhibition, and sessions, New Jefferson Hotel. F. X. Becherer, secretary, 2861 Gravois Ave., St. Louis.

Montana Implement and Hardware Association Annual Convention, Butte, Mont., Feb. 13 to 15 inclusive, 1936. Headquarters and sessions: Finlan Hotel. R. M. O'Hearn, secretary, Bozeman, Mont.

National Retail Hardware Association Thirty-seventh Annual Congress, Hotel Chalfonte-Haddon Hall, Atlantic City, N. J., July 20 to 23 inclusive, 1936. H. P. Sheets, managing director, 130 East Washington Bldg., Indianapolis, Ind.

New England Hardware Dealers Association 43rd Annual Convention and Exhibition, Hotel Statler, Boston, Mass., March 11 to 13 inclusive, 1936. G. C. Small, secretary, 140 Federal St., Boston, Mass.

Ohio Hardware Association 44th Annual Convention and Exhibition, Cincinnati, Ohio, Feb. 18 to 21 inclusive, 1936. Business sessions, headquarters, and exhibition: Netherland Plaza Hotel. John B. Conklin, secretary, 175 S. High St., Columbus, Ohio.

Pennsylvania and Atlantic Seaboard Hardware Association Annual Convention and Exhibition, Baltimore, Md., Feb. 24 to 28 inclusive, 1936. Sessions and exhibition: 5th Regiment Armory. Hotel Headquarters and Entertainment: Lord Baltimore Hotel. W. Glenn Pearce, managing director, 400 N. Broad St., Philadelphia, Pa.

Southern Hardware Jobbers' Association Forty-sixth Annual Convention, jointly held with the American Hardware Manufacturers' Association Seventy-second Semi-Annual Convention, Memphis, Tenn., April 20 to 23 inclusive, 1936. Secretary Manufacturers' Association: Chas. F. Rockwell, 342 Madison Ave., New York City. Secretary Jobbers' Association: T. W. McAllister, 1020 Grant Bldg., Atlanta, Ga.

Southeastern Retail Hardware and Implement Association 22nd Annual Convention and Exposition, City Auditorium, Atlanta, Ga., May 19 to 21 inclusive, 1936. H. M. Simmons, secretary, 317 Ten Forsyth Street Bldg., Atlanta, Ga.

Triple Convention of the Southern Supply and Machinery Distributors' Assn., the American Supply and Machinery Manufacturers' Assn., and the National Supply and Machinery Distributors' Assn., Hotel Ambassador, Atlantic City, N. J. May 11 to 13, inclusive, 1936. Secretary, National Association: H. R. Rinehart, 505 Arch St., Philadelphia, Pa. Secretary, American Association: R. Kennedy Hanson, 916 Clark St., Pittsburgh, Pa. Secretary, Southern Association: Alvin M. Smith, c/o Smith-Courtney Co., Richmond, Va.

The Hardware Association of the Carolinas Annual Convention, Charleston, S. C., June 9 to 11 inclusive, 1936. Headquarters and sessions: Francis Marion Hotel. Arthur R. Craig, secretary, 803 Commercial Bank Bldg., Charlotte, N. C.

The Retail Hardware Association of Alabama, Inc., Annual Convention and Exhibit, Mobile, Ala., May 5 to 7 inclusive, 1936. Headquarters, sessions, and exhibit: Battle House. J. H. Crowe, secretary, 410 N. Twenty-first St., Birmingham, Ala.

Virginia Retail Hardware Association Annual Convention, Richmond, Va., Feb. 25 and 26, 1936. Headquarters and sessions: John Marshall Hotel. Thomas B. Howell, secretary, 602 E. Broad St., Richmond, Va.

Digitized by Google

IMPORTANT PRICE REDUCTION ON MICKLIN CORNERS

Micklin Corners prices have been reduced from 20 to 33 1/3 per cent! Because of their superior design and high quality, Micklin Corners have always sold at a premium of 5¢ per set . . . the retail price of Dual Corners being 25¢ and Single Corners 15¢ per set.

Now, due to increased distribution, we have reduced the retail price of Dual Corners to 20¢ per set and Single Corners to 10¢ per set.

Take advantage of these new low prices and use Micklin Corners as a leader for your spring screen trade. Place your order with your jobber today. If he cannot supply you, write us for prices, sales helps, and advertising.

MICKLIN MFG. CO.

19th and Nicholas Sts.

OMAHA, NEBR.

Look FIRST TO THE MACHINE *for Profitable Sander Rentals*

DREADNAUGHT SANDER STANDS ALONE

3600 dealers say the DREADNAUGHT can't be beat for sander rental service. No sander of other make anywhere near its weight, size or cost, begins to approach DREADNAUGHT for efficiency or dependability. This is not a mere claim — IT IS A FACT — backed by the experience of 3600 dealers who KNOW WHAT THEY ARE TALKING ABOUT.

• IN LOOKS just compare the DREADNAUGHT for looks. It's as trim and graceful as a modern vacuum cleaner. Its appearance invites even the most inexperienced to use it. And thousands have done so, with outstanding success.

• IN PERFORMANCE the DREADNAUGHT leads them all. 400 to 1500 sq. ft. of old varnished floor, or from 1100 to 2500 sq. ft. of new flooring can be sanded perfectly in 8 hours. And it's so easy to use. Paper can be changed in a jiffy. Brushes are instantly accessible without disassembly. Pistol grip with trigger switch and universal position handle give instant, positive, convenient control at all times.

• IN DEPENDABILITY from all practical considerations DREADNAUGHT is TROUBLE-PROOF. It can take terrific abuse and come up smiling. 20 years of specialization in portable sander manufacture have gone into developing DREADNAUGHT. It's unquestionably the most DEPENDABLE Sander on the market, bar none.

• IN PROFITABLE RENTABILITY your customers prefer DREADNAUGHT because they can see at a glance it is easy to operate. The carefully developed DREADNAUGHT RENTAL PLAN is complete in every detail. Does 90% of the selling for you. Makes your paint department 100% complete and profitable. Increases finishing material sales many times over. WRITE FOR COMPLETE INFORMATION.

DREADNAUGHT SANDERS

Clarke Sanding Machine Co., Dept. HA-236, Muskegon, Mich.



Dreadnaught Leads on **ALL** *Counts!*

Easily Portable Weighs Only 46 lbs.

3600 DEALERS ENDORSE DREADNAUGHT

AS THE MOST PRACTICAL AND DEPENDABLE OF ALL RENTAL SANDERS

Digitized by Google



Better Ad Layouts

(*Continued from page* 65)

tisement is attractive and appealing to the eye, an underlying geometrical design is evident.

While there are a large number of such designs, ranging from simple squares to polyhedrons, the more complicated figures may well be eliminated and our system of layout design held to the simplicity which marks it throughout. We shall use but three figures: the triangle, the rectangle, and the circle—and combinations of these.

In preparing his advertisements, the reader is asked to put aside temporarily the difficulties of balance, unity, emphasis, psychology, atmosphere, and the other elements of effective display, and to concentrate his attention and ingenuity in the construction of interesting and attractive geometrical patterns within his advertising space. Many a design unconsciously sketched upon a pad by the business man absorbed in a telephone conversation could be built into a highly successful advertisement.

The reader should simply (Rule 1) *sketch with a pencil a basic design that of itself is attractive*, whether the design take the form of one of the three figures previously mentioned, or combinations of them. As to what constitutes attractiveness, little need be said. The eye will instinctively discard some patterns as unpleasing, and just as instinctively accept others. Advertising knowledge is not required, an understanding of the laws of composition is of little importance: the eye may be relied upon to judge the attractiveness of the design so long as it is not distracted by type, illustrations, and so on, but confines itself solely to geometrical pattern.

When an attractive design has been secured, the construction of the advertisement itself will follow as a matter of course. Balance, unity, and other display elements will automatically take care of themselves, and the advertiser may build with the assurance that his completed advertisement will lack none of the necessary display features, that it will achieve the purpose for which it is intended.

The Triangle

Assuming that the reader elects to use the triangle, it will at once be seen that there are hundreds of combinations of this single geometrical form which may be placed within the advertising space. Long, slender triangles; fat, chunky triangles; large ones; small ones—the variety is limitless. The shape of the triangle used, or the degree of acuteness or obtuseness of the angles formed by the junction of the lines which make the sides of the triangles, have little to do with the matter—the question involved is solely that of using the figures to fill the advertisement space with an attractive design, just as a child at kindergarten would do.

In the accompanying illustrations are shown three combinations of triangles which demonstrate the use of the geometrical method of layout design. In Fig. 1 we have two triangles superimposed one upon the other to form an elongated hexogram. The mythical Mr. Harper who arranged this design liked that particular geometrical form and used it to fill the space of the advertisement he was preparing, as suggested in Rule 1. Now let us see how this skeleton is used to build the completed advertisement.

First, it should be noted that, while the design is equidistant from the sides of this three column by 10 inches advertisement, it is not true with regard to the top and bottom. (Rule 2) *In preparing the geometrical design it should invariably be placed above the middle of the advertisement*—that is, closer to the top than to the bottom.

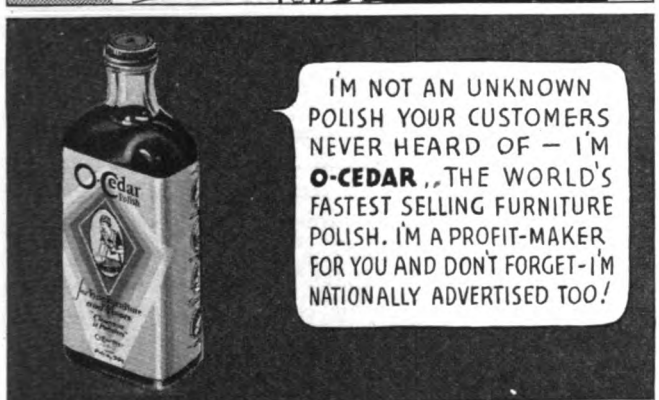
The reason for this is that the practice assists in obtaining an advertisement well balanced vertically. The theoretical center of balance should be slightly above the center of the advertisement, and while the upper part of the advertisement may often be accented by the use of larger type or illustrations, even when the design itself is too low, it is much better to place the design properly to begin with

Digitized by Google

BILL AND SAM LEARN HOW TO GET VOLUME AND TURNOVER ON POLISH







O-Cedar

POLISH, MOPS AND WAX

Household favorites for 28 years throughout the civilized world

★ NEW ★



ABOVE

Everhot Automatic Roaster—Complete with thermostat, signal light, thermometer, chromium heat reflector cover. Stain-proof body finish. Fully equipped with utensils.

RIGHT

Everhot Buffeteria—Chromium-plated deck equipped with two removable red lined vitreous enameled pots, each of 2 quarts capacity and each having chromium plated covers.



EVERHOT AUTOMATIC ROASTER • BAKER

THE MORE USEFUL ROASTER

Sell the new Everhot Automatic Roaster *and* the Everhot Buffeteria. . . . The Buffeteria transforms the roaster into an attractive buffet server which keeps cooked food hot and tasty. This Everhot double use should double your roaster sales. And every Buffeteria sold with a roaster means extra profit. . . . The electric roaster is, itself, salable the year 'round—women use it winter *and summer*. Cooks complete meal—roast, potatoes, vegetables—in one operation; saves on food, effort, time and fuel. . . . Our imitation food display makes the Everhot easy to sell. Remember, every prospect for an oven roaster is also a prospect for the Everhot. And every prospect for a casserole is a prospect for both the roaster and the Buffeteria. Sell Everhot to increase your year-'round profits.

ASK YOUR HARDWARE OR ELECTRICAL JOBBER

YOUR STORE CAN BE CANNING HEADQUARTERS



The modernized Conservo Steam Canner is designed to increase efficiency in canning—reduces time, trouble and expense; works efficiently over any kind of stove. Write now for information on our canning contest. This effective merchandising plan will enable you to bring an enormous volume of business on all canning equipment to your own store—an easy, practical way to reach a new peak in profits.

THE SWARTZBAUGH MFG. CO.

TOLEDO, OHIO, U. S. A.

Digitized by Google



ARMSTRONG

Tools for Home Workshops

ACE
Lathe Sets



3 Turning Tools
2 Cutting-off Tools
Knurling Tool
Boring Tool
Threading Tool
with High Speed Steel Cutters and Blades, and 2 Wrenches in Fitted Steel Case.

Does Every Lathe Operation

The ACE Set provides the proper tool for every metal-cutting lathe operation. Designed and manufactured by ARMSTRONG, makers of the lathe tools used in over 96% of the machine shops and industrial plants, ACE Tools far surpass in quality and finish those ordinarily sold for home workshops, still are priced to meet all competition.

Priced to meet all competition

Sold by hardware stores everywhere, individually or in the Lathe Set — ACE TOOLS can make you "Homecraft Headquarters" in your community. Display them prominently. Invite comparison. They will sell themselves and your store.

Write for Counter Circulars

ARMSTRONG BROS. TOOL CO.
"The Tool Holder People"
314 N. Francisco Ave., CHICAGO, U.S.A.
New York Sales Office: 100 Lafayette Street

and thus avoid artificial measures. A glance at the other advertisements illustrated will show that this rule is always followed: the completed geometrical design should have its vertical center slightly above the center of the copy space.

Second, it will be seen that the use of white space has been generous. Upon this same basic design, an advertisement could have been prepared using considerably more type matter and less white space. But the advertiser's purpose should never be simply to fill space, but to fill it effectively—that is, with a message which will result in sales. The mere fact that all of the space must be paid for is not a good reason for jamming it full of copy, particularly so since the use of white space is often much more effective as a display element than type itself.

Placing the Headings

In our mythical Harper & Company's first advertisement, Fig. 1, it will be seen that Mr. Harper has placed headings at three different parts of the geometrical design—at the points, along the horizontal lines, and at the crossing points of the lines in the design. In using triangles as the basic foundation of a layout (Rule 3) *Main headings should always be placed as indicated by the points, the cross lines, and the base of an inverted triangle.* The base of a non-inverted triangle may be used or ignored at the option of the advertiser. The only exception to this rule is when the point of an inverted triangle happens to be at the very bottom of the copy space, in which event it may either be used or ignored.

In Fig. 2 appear what may seem to be additional exceptions. The fourth series of headings are placed where there is neither a point, a base, nor a crossing, and the same thing is true of the small heading in the lower left hand corner of the advertisement. These, however, are not exceptions to the rule, but rather a demonstration of the flexibility of the geometrical method of layout design. Inasmuch as this particular use of headings finds greater application when used with rectangles as the basic design, a discussion of it will be reserved for the following article.

In the meantime, the advertiser now has at hand a method of laying out advertisements that will always produce attractive results, advertisements that will be perfectly balanced, that will catch the reader's eye, that will do their full share of the job of selling. The three illustrations are but examples of the hundreds of different designs which may be made by anyone, advertising expert or layman, each of which will form perfectly balanced advertisements if the display rule—points, bases, and cross lines—be followed.

(All rights reserved)

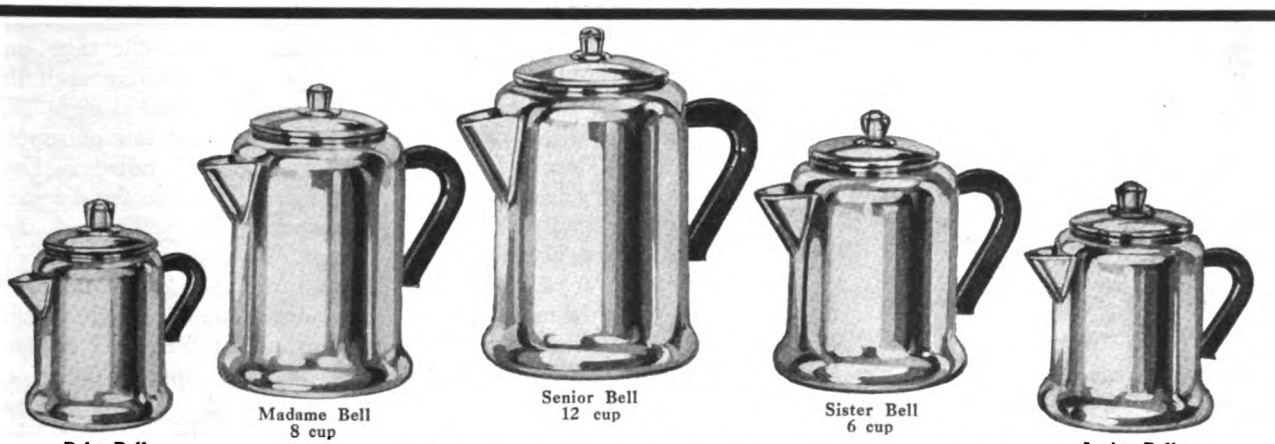
Who Is Going to Pay the Bills?

(*Continued from page* 88)

to a western fort near a large city. Life in the fort becoming somewhat monotonous, without the consent of his superior officer he wandered to the city and succumbed to his former bad habit. A guard was sent after him. He was brought back to the fort, and for taking French leave, he was put in a work gang. He was digging in a ditch when it caved in and the poor fellow was killed. Now, of course, all of this is very sad, but we are writing from the standpoint of a square deal to the fellow who pays taxes. The widow of this soldier who never smelled gunpowder, and who as a matter of fact was only in the army a few months, put in her claim, and for the past 25 years she has regularly drawn $30.00 a month, $360.00 a year, or a total of $9,000.00. What for? This is just one case. Just think of how many thousands of others there are.

Once I knew a conductor on one of the railroads in the West who was just as honest as a man could be *dealing with his friends.* However, he regularly "knocked down" on the railroad. When we discussed the subject, he remarked that he would consider it entirely beneath him to take advantage of

Digitized by Google



The Popular Bell Family

Never was a percolator more popular than any one in the Bell Family. In it there is a size for every household need.

WEST BEND "Bell" percolators (in a brand new design) fill the public demand for modern design and efficiency. Entirely new, they have a small glass top (one size for all), a new graceful handle, and tall straight lines. Their beauty and style make them suitable for use on the dining room table and for afternoon coffee service.

Each size is equipped with a Thermoplax non-burn handle, welded spout, and flat base for economical heating. The deep flange on the cover prevents boiling over. There are no hinges or rivets on the cover to break or come loose.

A display of the Bell Family in your store will result in the sale of all sizes at a good margin of profit.



The complete WEST BEND line offers a wide price range and a profit on every item. The 25th Anniversary catalog includes all of the creations by WEST BEND. If you have not received your copy, write for it.

WEST BEND ALUMINUM CO.
Dept. 302 **West Bend, Wis.**

WEST BEND Aluminum

PATENTED BY ABW



Shovel Labels

As permanent as the handle itself, attractive, unique and only available on ABW shovels, spades and scoops, this new die pressed label is of proven merchandising **value.**

By a special and exclusive process ABW shovel labels are die pressed in colors into the wood handle. They can not become mutilated, or torn in shipment and will not come off. Eliminates unattractiveness of scratched and torn labels in your stock.

ASK YOUR JOBBER

AMES BALDWIN WYOMING CO.
Parkersburg, W. Va. North Easton, Mass.

ABW
O. AMES
RED EDGE
PONY
BALDWIN
KNOX-ALL
BRONCO
MONONGAH
HUSKY
PEERLESS
3-STAR
PINNACLE
2-STAR

SINCE 1774

Digitized by Google

Some Real Sellers NOW IN SEASON



This new Easel Display puts Red Devil Glass Cutters right out in the open where they can be seen — and sold quickly. Wheels are sealed in oil by transparent, air-tight caps which cover cutter heads—evidence to customers that each cutter is in original factory tested, perfect condition.



Triangle Glaziers Points in handy 5c. packages. Displayed for quick sale on the counter. Each package contains a Point Driver.

Made of STEEL And Unbreakable



For Axes Hatchets Hammers etc., etc.

GENUINE GRADY WEDGES
"They Hold Like a Fish Hook"
(ALL SIZES)

LANDON P. SMITH, Inc.
IRVINGTON, N. J., U. S. A.

TRADE "Red Devil" MARK
GLASS CUTTERS · GLAZIERS POINTS · GLASS PUTTY KNIVES · WOOD SCRAPERS · LAWN SPRINKLERS

any friend or any individual, but he didn't think there was anything wrong in "holding out" on a large railroad corporation. You see the same idea with juries. I was on a jury once where a woman sued a street car line because she had jumped off the car and seriously hurt herself. The conductor of the car did all he could to stop her from jumping, and the case was absolutely clear that the fault was all hers. However, when the jury got together and the matter was discussed informally before taking a vote, one of the jurymen suggested that as she was a poor woman and had been to a lot of expense coming to town to try the case, while we knew it was her fault, as the street car line was a rich corporation wouldn't it be a good idea for us just to vote her $500.00. I strenuously objected, and after several hours of argument the woman was turned down. Now, of course, this was a shame. I was a hard-hearted person. But as a matter of fact, if we will admit it, isn't there exactly the same sort of feeling when we deal with the United States government. If anybody in any way, regardless of fairness and justice can put it over the government, he actually pats himself on the back and considers himself a very bright, smart man, and if the story should happen to be told to his neighbors they would all agree that Bill was smart when he put a swift one over on Uncle Sam.

Amos Pinchot

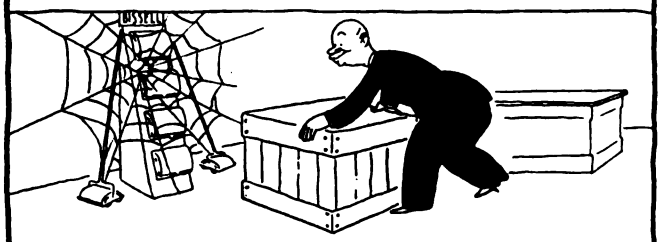
At the dinner of our opinion club, Amos Pinchot, who is a very humorous speaker, had a lot of fun with the administration. He had everybody laughing good-naturedly with him at ex-Governor Sweet. But ex-Governor Sweet, who did not indulge in side issues, but who made a straight from the shoulder administration speech said some very interesting things. For instance, in discussing "regimentation," he referred to England and made the statement that here in the United States we do not know what regimentation means, but if wish to find out we can go to England and we will find that almost everything there is regimentated by the government, from the time one gets up in the morning until the time one goes to bed at night. He described how the law of supply and demand is handled in England. He referred to the diamond mines and the selling of diamonds. When there is a good demand for diamonds, the diamonds come out of the mine and are sold to the public. When the demand falls off, the output of the mines is reduced. He referred to copper, and how the copper market has been regulated in cooperation between the English government and English copper merchants. He gave us a very interesting account of the sugar situation, of how sugar has been regulated so the output of Cuba, Louisiana and the beet sugar growers of the West would not destroy each other. Then he made a very striking illustration in discussing the necessity for constitutional amendments to provide for today's conditions. He reminded his audience of when Christ and his disciples entered a corn field on a Sabbath Day and picked and ate the corn. He said we would remember that it was against Hebrew law for corn to be picked on the Sabbath Day. When Christ was criticized for allowing his disciples to pick and eat the corn on the Sabbath, his answer was: "God created the Sabbath for man. He did not create man for the Sabbath."

He referred to life insurance companies, of their many years of success, of the billions they had paid out, of the general confidence in them on the part of the people in the country today. But, added the governor, no other business in the United States is so regimented, in other words, regulated by law, as the insurance companies. You can take out a policy in any of the great American companies in China, in Africa, in Europe, and the rate is exactly the same as in New York.

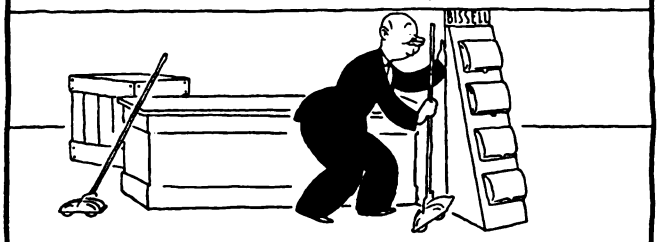
Years ago when laws were passed governing the national banks of the country, there was a great hue and cry. It was government regulation, government regimentation. But no one will deny

Digitized by Google

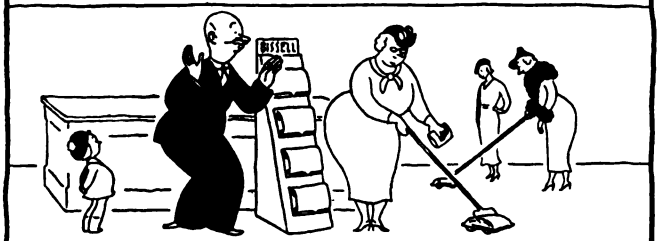
Money-making Discovery No. 1



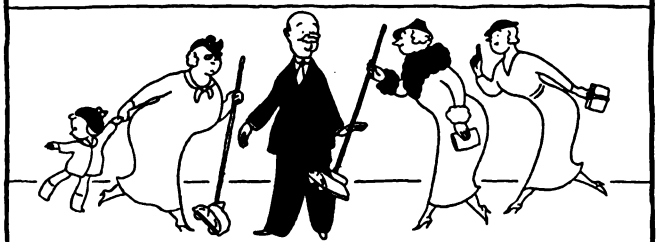
1. WHILE REARRANGING MERCHANDISE, FINDS BISSELLS TUCKED IN OUT-OF-THE-WAY CORNER.



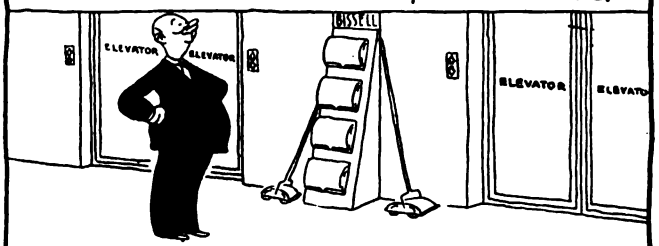
2. DECIDES HE'LL HAVE TO STAND BISSELLS IN AISLE UNTIL HE GETS THINGS SORTED OUT.



3. DISCOVERS CUSTOMERS HAVE SEIZED BISSELLS AND ARE DEMONSTRATING THEM ALL OVER THE PLACE!



4. IS NEARLY MOBBED BY WOMEN WHO CROWD AROUND WITH CRIES OF "I'LL TAKE THIS ONE! I WANT THIS ONE!"



5. RESOLVES HEREAFTER HE'LL DISPLAY BISSELLS WHERE WOMEN SEE AND TRY THEM AS SOON AS THEY COME IN!

6. Many dealers know the wisdom of displaying Bissells prominently. The only sweeper backed by consistent national advertising, the Bissell enjoys universal consumer acceptance. Turnover is high; good mark-up is assured... and there's no offsetting mark-down. A display of Bissells never fails to improve the operating statement of a housewares department. *It will pay you, as it has others,* to write for the complete Bissell story.

BISSELL CARPET SWEEPER CO.
Grand Rapids, Mich.
New York Office and Export Dept., 46 W. Broadway, New York

MORE PROFIT MORE CUSTOMERS MORE USES

WHEN YOU SELL THE GENUINE



PLASTIC WOOD

Sell Genuine Plastic Wood—the 100% companion item with every item in your store—you can make extra big profits by mentioning it with every sale of drawer pulls, nails, screws, tools, fixtures, brushes, paints, bolts, hinges, glass, casters, locks, screen, guns, wire, fencing, etc.

The 1001 uses of Genuine Plastic Wood make every customer a prospect—mention it—resets loose drawer pulls, loose casters, loose handles, loose bathroom fixtures; replaces wood rot, fills old nail and screw holes, repairs leaky window frames; fills holes around pipes, wiring, damaged wood, baseboard cracks, shelving cracks, cracks around bathtubs, broken toys, 1001 other uses.

SO SIMPLE TO USE

Genuine Plastic Wood is real wood in putty form—when dry it can be sanded, sawed, planed, turned on lathe—will take nails and screws without splitting, cracking or crumbling—is waterproof—grease-proof—will adhere to any clean, dry surface—wood, metal, stone, glass or porcelain. There is only one "Plastic Wood"—be sure you sell the Genuine.

BIGGER ADVERTISING SCHEDULE

Nearly every home in your neighborhood—week after week, month after month, will receive Genuine Plastic Wood advertising through the pages of—Saturday Evening Post, Collier's, Liberty, American Magazine, American Weekly, Good Housekeeping, Capper's Farmer, Country Gentleman, Popular Science, Popular Mechanics, Better Homes & Gardens and numerous others. Dealers wishing to tie up with this big 1936 campaign can secure colorful displays and a Plastic Wood Demonstration Log absolutely FREE for the asking.

FREE ADVERTISING MATERIAL

Write The A. S. Boyle Co., Inc., 1934 Dana Ave., Cincinnati, Ohio; for ☐ Displays ☐ Demonstration Log.

Name.....

Address.....

Digitized by Google

HERMAN
Gold Label
NOZZLE



No
Finer
Hose
Nozzle
Made

For Those Who Want the BEST

The outstanding quality nozzle in the SHERMAN line. Highly polished bronze, machined and assembled with precision. Built to last. Wrapped individually in alternate colors of Black and White tissue. One doz. in attractive Gold Covered Display Box, trimmed with rich Black. ¾" size.

Write for literature and samples

SOLD THROUGH JOBBERS

H. B. SHERMAN MFG. CO.
Battle Creek Michigan

MAYDOLE
QUALITY TOOLS



Each and every item in the MAYDOLE Line, consisting of Hammers, Wrenches, Punches and Chisels — is built with precision and accuracy. Maydole Hammers have an exact and definite BALANCE appreciated by skilled workmen everywhere.

Stock the MAYDOLE LINE —meet that increasing demand for Maydole Quality Tools, obtain those larger margins of profit. Sell in the interest of progress.

Maydole Sales Representatives

SURPLESS-DUNN & COMPANY
74 Murray Street
New York, N. Y.
34 No. Clinton Street
Chicago, Illinois

JAMES A. RIORDAN COMPANY
1600 East 7th Street
Los Angeles, Calif.
955 Bryant Street
San Francisco, Calif.
5319 Admiral Way
Seattle, Wash.

DAVID MAYDOLE TOOL CORPORATION
NORWICH • NEW YORK

that this government control turned out to be of great benefit to the national banks and our banking troubles early in the depression, we must admit, were not caused by too much regimentation, but not enough regimentation.

The same thing is true of the stock market. In some quarters today there is a great hue and cry about the Securities and Exchange Commission in Washington, its rules and regulations, but anyone who knows anything about the great panic of 1929 and the following years of depression, knows that if these laws had been in effect at that time the panic and depression, if not averted entirely, would have been very much minimized.

Now in conclusion, as the political pot will start boiling soon, let me make a silly suggestion. If you are a "dyed-in-the-wool" Republican, I suggest that you attend Democratic meetings and listen to Democratic speeches. On the other hand, if you are a "dyed-in-the-wool" Democrat, I suggest you not only attend the Republican rallies and listen to their speeches, but read Republican papers. In other words, I suggest, and this is for the good of business, that as we approach the election, we cut out personalities and hysteria, listen to both sides of the question and go to the polls, not as hogtied ready-to-be-delivered party men, but as independent, free, Americans with minds of our own.

Texas Convention

(*Continued from page* 96)

given over to "Merchandising Methods."

R. L. Scheef, a grocer of Houston, Texas, who is a member of the Red and White voluntary chain of independently owned grocery stores, discussed the operation and benefits of this method of handling competition in considerable detail. He said he was not afraid of any competition—he could handle it all.

Herman Taylor, Lufkin, who has just rearranged his store under the guidance of the association, explained the benefits that accrued from the rearrangement.

Paul Sherrod, Lubbock, a past-president of the association, discussed "Outside Selling," and related his experience in getting the best results.

H. M. Swain, executive vice-president, Irwin Auger Bit Co., Wilmington, Ohio, talked on "The Institute of Fair Competition" — its aim, object and the benefits to be derived by the trade through the activities of the institute.

The following association officers were then elected: Clyde Tomlinson, Hillsboro, president; M. S. Henry, Crowell, vice-president, and Dan Scoates was reappointed secretary. Directors chosen were: H. P. Horsley, Dallas; H. W. Jones, Garland; Eric Lundblad, Georgetown; A. P. Sharp, Troup; W. C. Timberlake, Texarkana; Herman Taylor, Lufkin; T. P. Tucker, Beeville; H. A. Turner, Madisonville, and Lee Watson. Brownwood.

Resolutions adopted reaffirmed the association's opinion that the consumer trade belongs to the retail dealer, in any case where the goods bought are not intended for resale; urged the State Legislature not to impose any new tax burdens; expressed opposition to a general sales tax or to a State income tax; requested members to investigate the economy of insuring through their own mutual company; solicited the continuation of efforts of jobbers and manufacturers in placing the retailer in position to meet existing competition; asked implement manufacturers to conform to their own definition of an "implement dealer," and protested the serving of outlets that do not qualify under that definition; urged manufacturers and distributors of binder twine to market that product through regular hardware and implement dealers, and expressed appreciation to E. B. Gallaher for providing the *Clover Business Service* to the membership.

More than a hundred women attended the convention. A special entertainment program was arranged for them, consisting of luncheons, style shows, etc. The main entertainment features of the convention consisted of a dance Tuesday night, and of a banquet, floor show and dance on Wednesday night.

Digitized by Google

EVERY "Slam" Boosts my Sales!





NATIONAL SCREEN DOORS

● "The *National* Screen Company is right when they say 'Every *slam* is a boost'! The rough treatment which screen doors and window screens undergo boosts my sales tremendously on *National* Screen Doors and Window Screens, because my customers appreciate the *extra* strength and superior workmanship in these handsome, sturdy articles." The weather does not warp them or cause them to sag.

You would think that such extra quality would make National Screen products more expensive—but no, sir! You should see the new 1936 National Screen Catalog and price list. Send for them today.

ASK YOUR JOBBER—Your jobber can tell you about the complete line of *National* Screen Doors, Window Screens and Ventilators. They are made in a wide variety of styles and at prices to please your customers and keep them pleased. He can give you quick deliveries.

SEND FOR THIS CATALOG

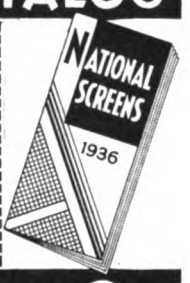
NATIONAL SCREEN CO., Suffolk, Va.
Please send us a copy of your 1936 catalog showing the complete line of National Screen Doors, Window Screens and Ventilators.

Name.....

Address.....

City.....*State*.....

New York Office: 253 Broadway
Southern Selling Agents
SAND & HULFISH, Baltimore



NATIONAL SCREEN CO.
SUFFOLK INCORPORATED VIRGINIA



INTRODUCING BARNEY THE BEAR

His mark

You have known the Bear and the Triangle as our Trade Mark for many years as it appears on every sheet and roll of our making. Now the Bear— given the name of Barney— steps out as an active member of our Sales and Service organization. Watch for him. He will bring you important messages.



AS ALWAYS

• • • **Barney's picture on a sheet of Flint Paper or Emery Cloth is your assurance and your customer's guarantee of 100% satisfaction!**

Return the coupon for FREE SAMPLE CHART

BEHR-MANNING
(DIVISION OF NORTON COMPANY)
TROY, N. Y.

BEHR-MANNING • TROY, N. Y.
Please send FREE Sandpaper and Emery Cloth SAMPLE CHART.

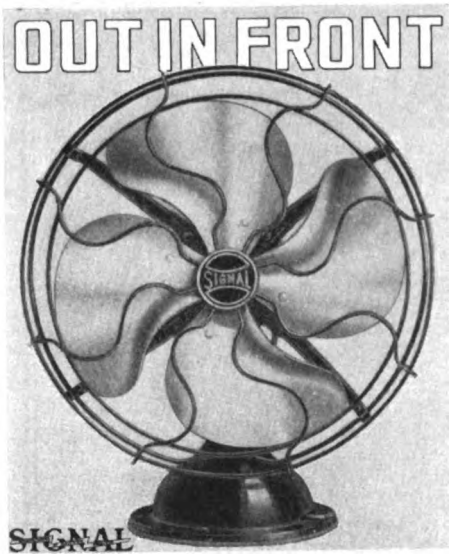
Name_____

Street_____

City_____ State_____

HAb2136

Digitized by Google



SILENT BLADE FANS

A smart-looking fan line not only appealing in design but more serviceable than ever + + + as free from noise as modern engineering can make fans + + + a greater volume of air farther—evenly, smoothly, quietly. Write now for Signal's new merchandising program.

The new Cool Spot line of popularly priced fans has everything it takes to make quick, profitable sales--- --- and satisfied customers ·

Backed by the Signal reputation that is known far and wide.

SIGNAL ELECTRIC MFG. CO.
Menominee, Michigan
Offices in all principal cities

SIGNAL
MANUFACTURERS OF ELECTRICAL PRODUCTS

Pacific Northwest Convention

(*Continued from page* 98)

it is believed that the farm income is going to be increased 10 per cent during 1936 and that prospects are good for the hardware and implement man. "The merchants of the Inland Empire were never in better shape than today," declared Mr. Lundale, "old debts are cleaned up better than ever before." In citing the value of government business, Mr. Lundale referred to the government reports and statistics which are used by chain store managers and others in seeking this business, and said that such reports are also available to the independent dealer.

Although last-minute circumstances deprived the convention of the Governor's address, C. C. Carter, N. R. H. A., the national president, Carthage, Mo., outlined association work and the trade problems from a national aspect, and B. M. Hiatt, executive vice-president, Irwin Auger Bit Co., of Wilmington, Ohio, gave a stirring talk on fair trade practices and their violation, to conclude the business talks.

Other talks of an informative nature, but on subjects of other than trade character, concluded the afternoon session and were featured at the banquet that evening, at which jobbers and manufacturers were hosts.

Summing up, it seems that three points were brought out over and over again at the convention—that the clean, bright and modern store is getting the business; that FHA and major appliance business is of prime importance, and that 1936, even though an election year, has excellent prospects.

Minnesota Convention

(*Continued from page* 100)

I present to you The American Institute of Fair Competition as my first answer to what can be done to stop preferential prices."

Managing Director C. J. Christopher made his report as treasurer and later talked on policies for hardware dealers. He said that dealer's competitive problems were rooted in three main causes, (1) disadvantage of price at which goods are owned by the wholesaler-retailer system of distribution, (2) cost incurred in moving merchandise through the wholesaler-retailer channel from factory to consumer, (3) merchandising methods of syndicate competitors. He said the association cannot foist a boycott on manufacturers or wholesalers whose activities are not in the best interests of the independent retailer, but that through the association set-up wholesalers' and manufacturers' policies and efforts in behalf of the dealer can be made known for the benefit of members.

The opening speaker Wednesday morning was Rivers Peterson, editor, *Hardware Retailer*, who compared costs per $10,000 worth of sales between the wholesaler-retailer method of distribution with department store and chain distribution, showing the former group to a marked disadvantage. He stressed the importance of considering operating costs when studying competition and the retail prices offered by chains, department stores, etc. From a chart used to illustrate his talk Mr. Peterson brought out figures which showed that hardware clerks were relatively better paid than were clerks in competitive types of retail organizations. He brought out the point that competing retailers hired and fired employees with the rise and fall of sales, contrasted with the usual practice of hardware dealers to retain employees on a yearly basis, in good times and bad, which he said contributed to the unequal cost of doing business. His figures also showed that hardware dealers pay higher salaries than do chain and department store competitors, which, he said, were a definite factor in distribution costs in the wholesaler-retailer methods of distribution.

Harry J. Speeter, president, Food Guild Stores, Inc., St. Paul, told of the independent grocers voluntary chain activities, which he said had put them into competitive position to fight the corporate chain set-ups. Having had hardware experience before entering the grocery field, his message was particularly well received. He stressed the need of

Digitized by Google

STRIKE OUT

FOR MORE BUSINESS

NOW!

USE—

Lists That Bring Maximum Success To Your Direct Mail Sales Promotion Advertising And To The Personal Sales Contacts of Your Salesmen

We can supply you with the following lists:—

1333 Outstanding Major Hardware Retailers whose sales exceed $50,000.00 Annually. For $15.00

11458 Major Hardware Retailers whose sales exceed $30,000.00 Annually. For $6.00 per M.

6545 Hardware Retailers whose sales are $20,000.00 to $30,000.00 Annually. For $6.00 per M.

15772 Hardware Retailers whose sales are less than $20,000.00 Annually. For $6.00 per M.

33775 Hardware Retailers (Complete List). For $4.50 per M.

1043 Department Stores handling Hardware and Housefurnishings. For $6.00 per M.

ALL LISTS ARE COMPILED IN LOOSE LEAF LIST FORM. WHEN DESIRED ON 3"x5" CARDS THERE IS AN EXTRA CHARGE OF 60c PER M. FOR THE CARDS.

WE ALSO DO ADDRESSING AND MAILING OF CIRCULAR MATTER AT REASONABLE RATES.

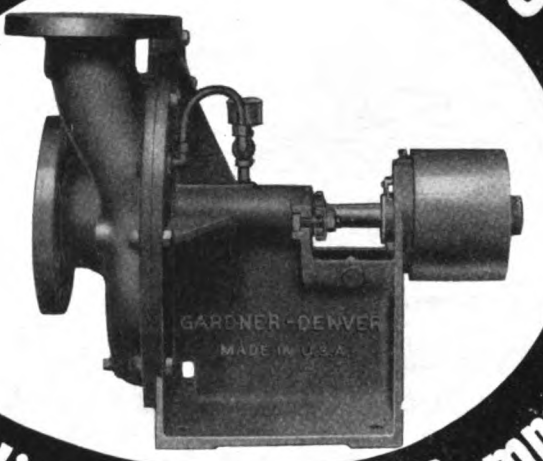
Ask for Details

HARDWARE AGE

Direct Mail Addressing Dept.

239 West 39th Street, New York, N.Y.

NEW Profits for YOU



With These NEW Pumps

Here's what progressive hardware merchants have been waiting for—a line of small centrifugal pumps combining *every feature* of high efficiency pumps, yet selling at remarkably LOW prices! Design includes such advanced features as inclosed impellers . . . adjustable ball-thrust bearings . . . oilless bronze inner bearings, low power consumption. Demand is steady and continuous. Liberal discount to dealers. Mail the coupon for complete information!

GARDNER - DENVER COMPANY
102 Williamson St. Quincy, Illinois

GARDNER-DENVER CO.
102 Williamson St., Quincy, Ill.
Please tell me more about the profit possibilities of your small centrifugal pumps.

Name_____
Company_____
Address_____ City_____ State_____

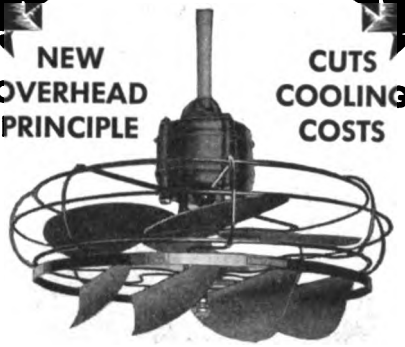
GARDNER-DENVER *Since 1859*

Digitized by Google

SEE THE RIBBON TEST

NEW OVERHEAD PRINCIPLE

CUTS COOLING COSTS



VICTOR No-draft FANS



FREE! NEW 1936 CATALOG
Send for your copy TODAY!

Victor Electric Products, Inc.
771 Reading Road, Cincinnati, O.

ASK YOUR JOBBER

The best thing *on earth* for lawns and gardens



FREE Sales Helps

LŌMA'S 1936 dealer advertising material — new and colorful — includes:

3-Piece Window Displays — Counter Easels—Price Cards —Overhead Banners — Consumer Leaflets — "Good Gardening," etc.

Correspondence invited.
LŌMA, 61 Broadway, N. Y. C.

Lōma
THE PERFECT PLANT FOOD

better display, better lights and better selling effort in hardware stores and told how grocers in the Twin Cities area had licked the chain store growth successfully by voluntary chain developments.

A surprise feature on the program was a talk by B. Christianson, now with Montgomery Ward & Co. in St. Paul, but for many years secretary and fieldman for the Wisconsin Retail Hardware Association. His message, based on the combination of his retail hardware and mail order chain store experiences, are published in full elsewhere in this issue.

Thursday morning Paul M. Mulliken, assistant to the president, Simmons Hardware Co., St. Louis, Mo., and formerly secretary of the Illinois Retail Hardware Association, talked on wholesaler-retailer tie-ups, showing that intelligent cooperation between wholesalers and retailers would help keep the hardware business competitive and in the distribution picture.

J. L. Tucker, Staples Hardware Co., Staples, Minn., told how his business experience for many years had been entirely outside the hardware business, but that with the help of the Minnesota Association he had been able to enter the retail hardware field with a modernized store, and said that he was certainly most happy to be so situated.

A. C. Raymer, Standard Hardware Co., Austin, Minn., told of his outside selling activities. His plan is to have each available outside salesman handle one line so that some degree of specialized efficiency might be expected in each major line sold. He said this plan made specialists who could build up leads into sales, and that it was his plan to charge 50 per cent of trade-ins on major items to the salesman, and also that he charged the same percentage of repair costs to the salesman and that when second-hand appliances were sold the house and the salesman shared equally.

The windup of this session was handled by B. B. Turner, Globe-American Corp., Kokomo, Ind., who dramatized in a very effective manner a comparative selling campaign on selling stoves. He tore down a mail order stove and a quality stove, showing how the former was something less than its advertised claims might suggest. He weighed parts of the mail order stove and parts of a quality stove and left no doubts about the comparative values of the two types.

Friday morning, G. W. Sulley, National Cash Register Co., Dayton, Ohio, talked on employee training and on the importance of having a well-regulated and controlled retail store. Following his talk the committees on resolutions, legislation, grievances and nominations reported. The gist of their suggestions are given elsewhere in this story of the convention. Officers were elected and installed and the convention adjourned.

Kentucky Convention

(*Continued from page* 102)

make every effort to take a broad view of their businesses and to make their community a better place in which to live and make a living.

B. M. Hiatt, vice-president Irwin Auger Bit Co., Wilmington, Ohio, was the next speaker. He presented the manufacturers' view of price discrimination against independent retail hardware dealers. He explained that there are two ways of figuring manufacturing costs, and quoted the testimony of Gen. R. E. Wood, president of Sears-Roebuck & Co., to prove that a factory owned and operated by Gen. Wood's company added 20 per cent to the goods sold through independent merchants and only 8 per cent to the goods sold through chains. Mr. Hiatt then directed attention to the special discounts and allowances being granted to some of the national corporate chains, and said that it had been the experience of his company that chain volume does not make a substantial economy in figuring manufacturing cost. The affiliation between chains and manufacturers who control several factory brands that are being sold to independent dealers was next emphasized, and the advertising allowances and rebates given by such manufacturers to one of the national grocery chains were cited as examples. A point was made of the fact "that chains apparently find the purchases which independent retailers make from large manufacturers a valuable back-log to absorb extra overhead." The third point stressed by Mr. Hiatt was that such price discrimination contaminates the entire price structure, with secret discounts becoming preludes to misrepresentation. Concluding his address, Mr. Hiatt outlined the ac-

Digitized by Google

An EGG BEATER DEAL That BEATS Everything!

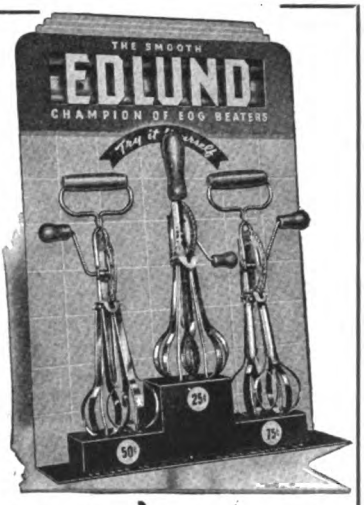
INTRODUCING THE EDLUND No. 5 Egg Beater



RETAILS 25 CENTS

The Edlund No. 5 is the last word in egg beater ingenuity. "It's the top" —and runs like a top, with greater speed and ease to the operator. Rugged construction and center drive action eliminate "wobbling" and vibration. Women like its smart modern design. This eye value makes it a quick seller.

HERE IT IS



Order a 2 Dozen assortment of our Egg Beaters from your JOBBER—at regular discount.

YOU RECEIVE FREE

A striking, practical counter demonstrator that invites attention, permits test and promotes rapid sales.

IN ADDITION YOU RECEIVE

Three (3) FREE beaters for your display. These free samples have a retail value of $1.50.

ALL THIS FOR AN ORDER OF ONLY $6.67
SEND FOR YOURS NOW

$1.50 IN FREE SAMPLES

Send the Coupon to your Jobber Today!

JOBBER'S NAME
.....
Please send one (1) EGG BEATER DEAL advertised by EDLUND CO., BURLINGTON, VT.
YOUR NAME
ADDRESS
CITY STATE

• • EDLUND COMPANY • •
MODERN KITCHEN TOOLS
BURLINGTON VERMONT

CORBIN



In addition to House Letter Boxes, Corbin manufactures a complete line of the following:

Padlocks, Cabinet Locks, Trunk, Suitcase Locks and Trimmings, Miscellaneous Hardware, Automobile Locks, Apartment House Letter Boxes, Keys and Key Blanks, Post Office Equipment.

CORBIN CABINET LOCK COMPANY
The American Hardware Corporation Successor
NEW BRITAIN, CONN., U. S. A.
NEW YORK CHICAGO PHILADELPHIA

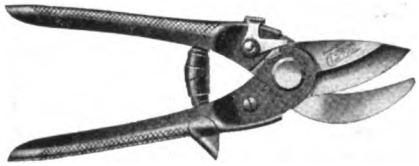
PEP UP SPRING PROFITS WITH THESE NEW NATIONALLY ADVERTISED PRUNERS

These three leaders in our complete pruner line will bring you big sales this spring. Is your stock complete? It will pay you to feature Seymour Smith Pruners—acknowledged by garden experts everywhere to be "best at any price."



"SNAP-CUT" TREE & SHRUB PRUNER

A new, amazingly efficient pruner with the famous "Snap-Cut" construction. In 6-ft. and 4-ft. lengths, all steel operating parts mounted on aluminum shaft. Saves reaching or bending over. 6-ft. length, $4.00; 4-ft. length, $3.50 Retail.

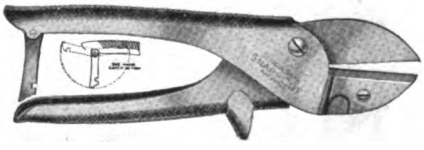


CLIPPER PRUNER

This unusually popular, nationally advertised type of pruner is furnished in price range from 50¢ to $1.50 Retail. The standard $1.00 Pruner is an outstanding seller. New "one hand" catch; blade and hook hardened and tempered; all steel; finely polished cutting parts; replaceable blade and hook.

"SNAP-CUT" PRUNER

One quality, two sizes, with improved easy "one hand" catch. Patented blade and anvil construction cuts easier, quicker, cleaner. Rustproof chrome finish; strong, unbreakable patented construction. $1.25 and $1.75 Retail.



Seymour Smith Pruners are all beautifully packaged. Pruners furnished in colorful display cartons. Display cards, booklets, folders, etc., available. Nationally advertised in leading magazines.

Sales Representative:
JOHN H. GRAHAM & CO.
113 Chambers Street
New York City

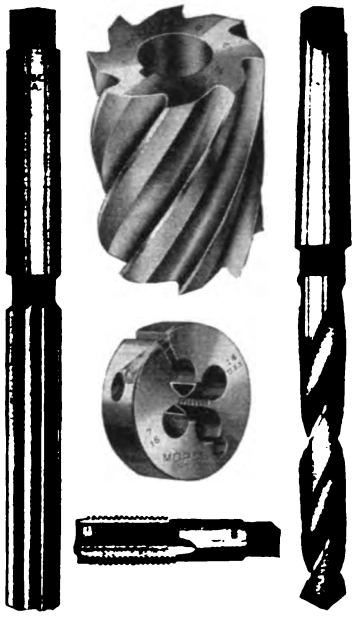
SEYMOUR SMITH & SON, INC.
OAKVILLE CONNECTICUT

Digitized by Google

THERE IS A
DIFFERENCE
It shows up in
PRODUCTION

● Cutting efficiency plays a large part in small tool satisfaction. The high cutting speed possible with Morse Tools is one of the reasons why tool users everywhere say, "There *is* a difference!"

Toolmaking experience, carefully controlled hardening, accuracy in grinding, each helps to assure this difference. It is the reason why Morse Tools are so satisfactory to use and to sell. Is your stock complete?



THE MORSE LINE
Includes
High Speed and Carbon

Drills	Chucks
Reamers	Counterbores
Cutters	Mandrels
Taps and Dies	Taper Pins
Screw Plates	Sockets
Arbors	Sleeves

MORSE
TWIST DRILL & MACHINE CO.
NEW BEDFORD, MASS., U. S. A.

NEW YORK STORE: 130 LAFAYETTE ST.
CHICAGO STORE: 570 WEST RANDOLPH ST.

tivities of the American Institute of Fair Competition, whose plan of operation has been described in detail in several past issues of HARDWARE AGE, and said that "—no manufacturer can expect to remain in business who does not sell his products to all types of outlets on an equal basis."

As the final speaker at the first session, Paul M. Mulliken, former secretary Illinois Retail Hardware Assn., and now assistant to the president, Simmons Hardware Co., wholesale, St. Louis, had "Jobber-Dealer Cooperation" as his subject. He deplored the non-cooperation between wholesalers and retailers, and said that both must recognize changing conditions. In meeting chain store competition, he said that many dealers pinned their hopes on legislation or a change in public sentiment, but he advised against such anticipation and declared that "we must learn whether we can improve on our methods of doing business or not." In emphasis, he quoted this proverb: "Wise men are they who profit by the wisdom of others and take example from them." Mr. Mulliken then referred to the voluntary independent dealer plans which have proven so successful in the grocery and drug fields, and advocated the adoption of similar plans by hardware dealers. He said, however, that the voluntary chains in the grocery and drug trades have found it impossible to circumvent the functions of the wholesaler, whose services have been found essential to the success of any plan of this type. Mr. Mulliken stated that C. C. Carter, N.R.H.A. president, quoting a maxim of E. C. Simmons, as publicized about 1880 at the October, Atlantic City joint convention of the manufacturers' and wholesalers' organizations, had said: "The jobber's first duty is to help his customer to prosper." The 1936 complement to this maxim, as revised by L. E. Crandall, present president of the Simmons Hardware Co., as quoted by Mr. Mulliken, is: "The retailer's first duty is to help his jobber help his customer to prosper." In bringing his address to a close, Mr. Mulliken reviewed the 11 points on which, according to Mr. Crandall, dealers and jobbers can and should cooperate in solving their mutual problems.

Before adjournment of the first session, badges and certificates were awarded to representatives of firms who could qualify for membership in the association's newly formed Twenty-five-Year Club. At a special luncheon meeting Wednesday the formal organization of the club was perfected, with 27 members present, representing 25 firms in 21 different cities. The following club officers were chosen: John R. Sower, president, Frankfort; Bob Hunter, Nicholsville, vice-president, and Steve Ogden, secretary, Ashland. Later the three officers of the club were named as an advisory board to the association. It was decided that future meetings of the club will be held in conjunction with the association's annual convention.

The first order of business at Wednesday afternoon's session was the election of these officers: president Karl H. Young, Louisville; first vice-president, Chas. Zimmer, Jr., Covington; second vice-president, I. C. Mason, Adairville, secretary-treasurer, J. M. Stone, Louisville, reelected to that office for the 29th time; and members of the board: C. C. Hewlett, Louisville, and R. E. Mattingly, Lebanon.

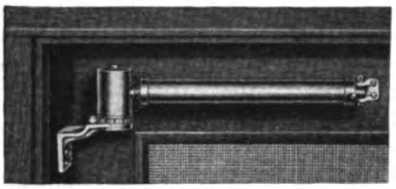
In presenting the first address at the second session, Irwin E. Douglas, chief, accounting service, N.R.H.A., Indianapolis, Ind., offered a comparison of operating costs between independent stores and other types of competitors, using especially prepared charts. He pointed out that the charts showed that variety chains and department stores get their merchandise to consumers more efficiently than do hardware stores, and he enumerated several ways in which the distribution of hardware could be more efficiently handled. The charts used by Mr. Douglas were based on sales of $10,000 in stores doing an annual volume ranging from $40,000 to $60,000, and he declared that while hardware stores must have an average investment of $4,800 in stock to produce sales of $10,000, that department stores can do the same amount of business on a stock valued at $1,400. "The sale of more merchandise per employee," he declared "will aid materially in solving the problem."

Chas. C. Anthony, Federal Housing Administration, Washington, was the second speaker at Wednesday's session. He reviewed the accomplishments of the Federal Housing Act in a very graphic and informative manner, and stated that even after 17 months of operation that there is plenty of educational work to be done. He called attention to the fact that the modernization phase of the act expires on April 1 unless extended by popular

Digitized by Google

TRADE **CHICAGO** MARK

CHICAGO CHECKING DOOR CLOSER



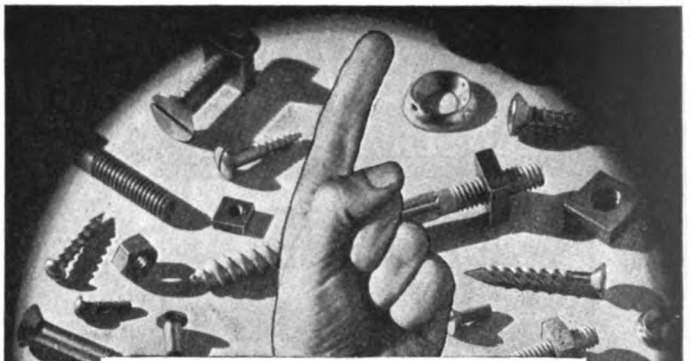
Type 25

New and Improved

The new Type 25 Chicago Checking Door Closer has been designed as a strictly quality product suitable for Screen Doors, Combination Doors and Light Interior Doors.

Send for full information regarding this popular New Closer. It has many excellent selling features that will appeal to your customers.

Chicago Spring Hinge Company.
CHICAGO NEW YORK
U. S. A.



ONE STANDARD of QUALITY

For over thirty years this company has been known throughout the trade for its strict adherence to a single standard of excellence. Selected high grade materials, precision manufacture and rigid inspection are guaranteed features that enable every dealer to sell HOLTITE Products with full assurance of dependable performance.

Stock the complete HOLTITE line of quality products for steady, profitable turnover. Remember, "there's a HOLTITE Product for every purpose."

Sold through Hardware Jobbers

CONTINENTAL SCREW CO.

SOUTHERN BRANCH
1421 Fort Street
Chattanooga, Tenn.

Office & Factory
NEW BEDFORD
Massachusetts

WESTERN BRANCH
6529 Russell Street
Detroit, Michigan

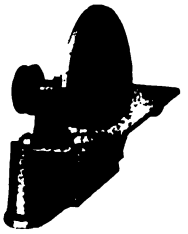
Gottschalk's BRONZE BALL



This item has been greatly improved and is packed in a Cellophane bag. It is one of the most attractive household accessories on the market and is nationally advertised to over 16 million families each month. Order today from your jobber or write direct for sample and price list.

METAL SPONGE SALES CORP., Philadelphia

Real POWER TOOLS FOR LESS MONEY *by* ARCADE





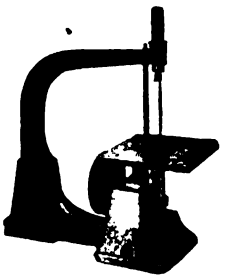
Arcade Craft Tools are designed for those who want good home workshop equipment at low cost. Quality built with heavy cast iron bases and moving parts of high grade steel. Large bearing surfaces insure long life. Retail prices: Sander (9" high) $4.50 Bench Saw (Table 6¼"x12") $10.00, Jig Saw (15½" high) $4.80, Drill Press (15" high) $4.80, Lathe (8" Swing, 30" between centers) $8.50. All prices slightly higher west of Rockies.

Other tools and accessories at low prices. Write today for Free Catalog giving details on all Arcade Craft Tools and Accessories. You can't go wrong on Arcade Power Tools—they are built for service and priced to sell.

ARCADE MFG. CO. FREEPORT, ILL.



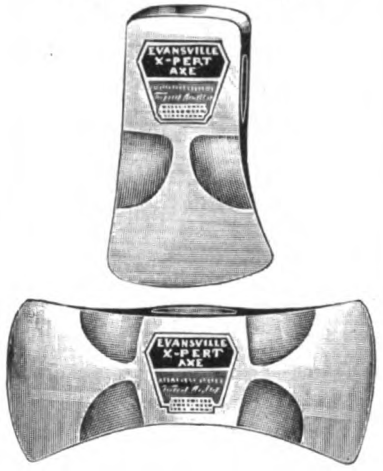




Digitized by Google

EVANSVILLE
GOOD SERVICE TOOLS

EVANSVILLE "X-PERT" ALLOY-STEEL AXES



MADE IN ALL POPULAR PATTERNS AND SIZES

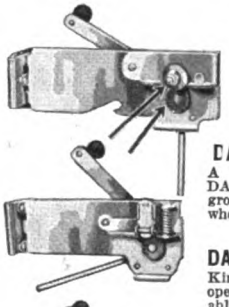
ASK YOUR JOBBER

We do not sell the mail order houses

THE EVANSVILLE TOOL WORKS, Inc.
EVANSVILLE, IND.

TURNOVER CHAMPIONS

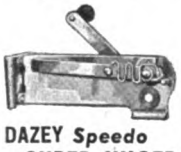
Coast to Coast selling champions because they are first of all QUALITY champions. Keep ample stocks always.



DAZEY *De Luxe*
Formerly SPEEDO
America's best value in can openers. Guaranteed for 5 years—built to last a lifetime.
*$1.69 RETAIL

DAZEY *Senior*
A value second only to DAZEY DeLuxe. Rapidly growing in popularity everywhere.
*$1.39 RETAIL

DAZEY *Junior*
King of lower priced can-openers. An amazingly durable and efficient article.
*69¢ RETAIL



DAZEY *Speedo*
SUPER-JUICER
An exceptionally efficient juicer for lemons, oranges, small grapefruit. Striking appearance. Gets more juice easier. Automatically strains out seeds and pith.
*$1.75 RETAIL





*Minimum retail prices—slightly higher west of Rockies. Order from your jobber.

DAZEY *Sharpit*
Patented twin wheels make skill unnecessary for sharpening any edged tool. A Godsend in any kitchen.
*$1.50 RETAIL

DAZEY CHURN & MFG. CO. 4301 Warne Ave., St. Louis, Mo.

demand, and dealers were implored to make the most of the opportunity. Many examples were given by Mr. Anthony of the benefits retailers of hardware and related lines have received through going after the business created by the F.H.A.

As the next feature at the second day's session, Secretary-Treasurer J. M. Stone reviewed the Declaration of Merchandising Policies for hardware dealers as approved and adopted by the board of governors, N.R.H.A., in January, 1935. Lantern slides were used to direct attention to the eight points covered by the declaration.

An address by Dr. J. M. Watters, State Planner for Kentucky, on the topic "Planning for the Future of Kentucky," brought the second session to a close. Dr. Watters gave an interesting resume of the program which is intended to bring about a more efficient and economical functioning of the state government, and explained problems relating to Kentucky's penal institutions in a detailed and highly informative manner.

The final session, Thursday afternoon, opened with an excellent address by P. H. Noland, vice-president in charge of sales, B. F. Avery & Sons, Louisville. Mr. Noland stressed in most emphatic fashion the necessity for hardware and implement dealers to do outside selling. The first step, he said, is for the dealer to determine the trade area of his store. The second step, he said, is to make a revealing survey of that trade area, and the third and most important step, he declared, was for the "boss" himself to "go and see 'em." Mr. Noland related how similar campaigns of outside selling had proven so effective for the branch stores operated by his company, and for many of the company's dealer agencies throughout the country. He said that virtually every implement dealer in Kentucky also sells hardware, and that one of the big problems of such dealers was to get new customers into their stores. When they have accomplished this, he admonished dealers to do the "best job possible." Dealers were urged to sell on the basis of quality rather than price, and were urged to capitalize on their natural advantages as independent retailers. In closing his address, Mr. Noland asked dealers to return home resolved to put a definite outside selling campaign in actual operation. Before introducing the next speaker, President Rumley recited a personal experience with an outside selling program to lend further support to Mr. Noland's contention that dealers had much to gain by following a plan of this character.

"Outside Selling from the Broad-Gage View" was the subject covered by the next speaker, Robert Frey, hardware merchant, Ottawa, Ill. Mr. Frey explained that his store is located in a town having a population of 2500, but that of the eight salespeople regularly employed, two salesmen are doing outside selling the biggest portion of the time. As a result of outside selling and other aggressive methods, he declared that it is necessary to employ four additional salespeople every Saturday, and to provide for a sales force of 24 during the holiday season. He advocated that dealers make plans and follow them, and said that "Hoping without hoofing doesn't get the business." Hardware stores are a natural for outside selling, in Mr. Frey's estimation, and he declared that "such effort is pregnant with rich profits." He also declared that the time to sell is when the purchasing power is available; that every home needs something new, and that dealers should show their prospects what they want before such prospects realize their need. Completing his address, Mr. Frey said: "There's lots of business in 1936, even if we have lost the A.A.A."

H. W. Hirth, merchandising division, and Irwin E. Douglas, accounting division, N.R.H.A., Indianapolis, then gave a question and answer summation of the principal points emphasized in the preceding convention addresses, with stress being placed on what the voluntary chains of independent dealers in groceries and drugs have done, with the assistance of cooperating wholesalers, in combating the price competition of chain outlets in these lines.

The reports of the various committees were next received, with the legislative committee going on record as requesting the State Legislature to reduce the fee for recording chattel mortgages from more than $2 to 50 cents for property valued at $150 or less. The committee also recommended that the state law be revised to permit the attachment of state, county and municipal employees for just debts.

Resolutions adopted upon the recommendation of that committee called attention to the N.R.H.A. Declaration of Merchandising Principles; commended jobbers for ef-

Digitized by Google

YOU'RE ALWAYS RINGING UP SALES OF HOPPE'S



THE season for gun cleaning never closes. Whenever there's shooting—and wherever firearms are being conditioned — there's active need for Hoppe's No. 9 and its allied Hoppe products, Hoppe's Cleaning Patches, Hoppe's Oil and Hoppe's Gun Grease.

HOPPE'S No. 9

the famous bore-cleaning solvent, removes leading, metal fouling, all firing residue, cleans gun bores mirror-bright and PREVENTS RUST.

HOPPE'S Cleaning PATCHES

of correct canton flannel, cut to size, in dust-proof cartons, are inexpensive, handy, better than rags. Five standard round sizes, one square, one oblong for shotguns.

HOPPE'S Lubricating OIL

Specially refined for gun actions, pure and penetrating, abolishes friction. Cleans, polishes, prevents rust. Perfect for fishing reels, all household, office and home workshop oiling.

HOPPE'S Gun GREASE

is needed right now for all thick swabbing in gun bores and to coat all outside metal surfaces of guns stored for the winter.



YOUR JOBBER WILL SUPPLY YOU PROMPTLY—ORDER NOW

FRANK A. HOPPE, Inc.
No. 8th St., PHILADELPHIA, PA.

NEW YORK—Ed. W. Simon Co., 302 Broadway
LOS ANGELES—H. L. Bowlds, 108 West 2nd St.

No. 70 THREADS UP TO ¾"

HANDY PIPE THREADER

THE LOW PRICED SET

An Armstrong Quality Product



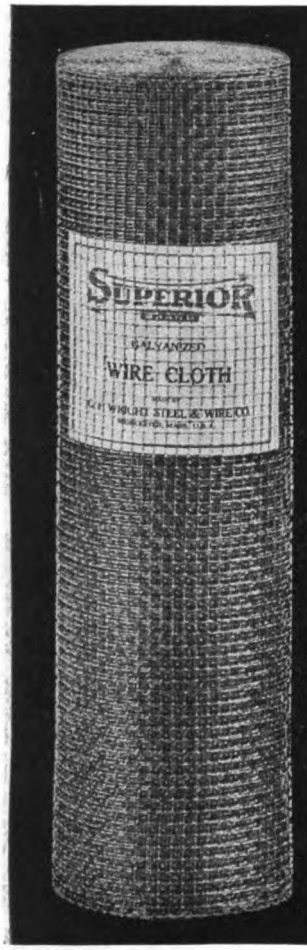
Only threader offered with genuine ARMSTRONG "Kalorized" SOLID DIES for pipe, bolt and rod. Dies are self starting—go over meanest burr. Adjustable guide which eliminates bushings, an added selling feature. Dies changed at touch of thumb. Integral Handles.

Here it is! A practical, low priced tool demanded by the home mechanic, handy man, and hobbyist.

A good mark up for a live, profitable market. DISPLAY IT. Handsome Display Board available, *free with minimum deal.*

Order from your jobber or write for complete details and sales helps.

ARMSTRONG MFG. CO. BRIDGEPORT CONN. U.S.A.



HARDWARE CLOTH

Made From

COPPER BEARING STEEL

You can sell Superior Brand with the assurance that every roll is made from *Standard* size wire

G. F. WRIGHT STEEL & WIRE CO.
Worcester, Mass.

POULTRY NETTING—WIRE CLOTH—CHAIN LINK FENCE AND GATES — WIRE CLOTHES LINES — WIRE LATH

1936 STOKER LINE

priced to compete in the small-home market

Phenomenal acceptance of our 1935 automatic coal stokers has created a business volume that, with new cost-reducing machinery, enables us to announce drastically lower prices for 1936 . . . on regular precision-built Link-Belt models, with new exclusive engineering features added. The line is complete: domestic to 300 H. P.

Backed by a world famous, $18,000,000, AAAA1 rated company, 60 years in business, is an effective merchandising program that includes:

—direct factory financing on a new 5% plan.
—floor plan for display stokers.
—advertising, promotion, sales and engineering assistance.
—participation in local advertising.
—national advertising on stokers; company advertising in more than 100 trade papers.
—traveling representatives to help the dealer train men, survey jobs and close sales.

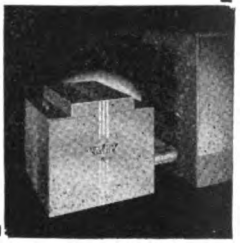
Write for literature and dealer plan; we will advise you if your territory is still unassigned.

LINK-BELT COMPANY
Stoker Division
2410 W. 18th St., Chicago.

Send dealer plan to:.....

.....

Address
H. A.



Digitized by Google



Remind Your Trade That

Calking Is An Easy Job

Any handy man can apply Pecora Calking Compound around door and window frames. It is the sure way to make a residence or building weather-tight. Saves money for the owner on fuel bills by reducing heat losses. Avoids damage to interior by rain and snow seepage. You can safely recommend Pecora Calking Compound. Properly applied, it will not dry out, crack or chip. Specified by leading architects. Used by largest builders. Made by an old reliable firm.

Show This Gun

To Your Customers



Calking made even easier by using this improved Cartridge Gun. No ratchets, no pawls. A great time and material saver. Specially designed for Pecora Calking Compound, packed in Non-Refillable Cartridges of approximately One-Quart capacity. Get all the details.

Write for Bulletin and Prices

PECORA — Rhino Brand — CALKING — GLAZING — "Tough as his Hide" — COMPOUND

TRADE-MARK

Pecora Paint Company, Inc.

Lawrence & Venango Sts., Phila., Pa.

Established 1862 by Smith Bowen

Pecora Sash Putties and Pecora Perfect Patching Plaster

forts being made to enable their dealers to meet price competition; expressed appreciation of association services; asked dealers and wholesalers to eliminate non-essential operating expense; pledged support to Federal legislation for protecting independent dealers against price discrimination; expressed opposition to price filing in any form; protested the establishment of branch stores by wholesalers and manufacturers; deplored any effort to increase taxes, and voiced positive opposition to the enactment of the Walsh Government Contract Bill, the O'Mahoney Licensing Bill and the Black Bill for a 30-hour work week. Another resolution bespoke the desire of the association to sell American-made binder twine and requested manufacturers to provide independent dealers with twine of comparative quality at prices enabling them to meet the price of any other selling agency.

In addition to the entertainment features already mentioned, the Keystone Steel & Wire Co., Peoria, Ill., exhibited a talking movie Tuesday evening, which provided musical interludes, many pointers on farm fencing problems, and numerous "shots" of wire products in the making. On Wednesday night a reception and dance was given in the exhibit hall at the Seelbach, with the orchestra of Milburn Stone, a son of Secretary Stone, furnishing the music for the occasion, as it also did for the Tuesday luncheon.

South Dakota Convention

(*Continued from page* 104)

ing Administration official, also spoke, telling of the government's activities in its national housing program.

G. R. Siddons, Platte, was elected president of the association, succeeding J. C. Mulvaney, Hitchcock. Harry DeKraay, Rapid City, was named vice-president. C. J. Christopher was again chosen manager-treasurer, and Earl Erlandson, Cottonwood, association fieldman. P. N. Elving, Alcester; O. R. Baily, Alexandria; William Weidensee, Gettysberg, and P. Beaulieu, Winner, comprise the executive board. J. C. Mulvaney, M. E. W. Christiansen, Irene, and W. E. Kuhn, Belvidere, make up the advisory board.

The association held its dance and frolic on the second evening of the assembly.

Oklahoma Convention

(*Continued from page* 106)

E. Young, Fairview. L. C. Clark, president, Clark-Darland Hardware Co., Tulsa, was advanced from second vice-president to first vice-president. H. C. Dobyns, Dobyns-Lantz Hardware Co., Stigler, was elected second vice-president. Charles F. Nelson, Oklahoma City, continues as secretary-treasurer. New members chosen for the board of directors were: W. W. Hickman, Ponca City, and U. V. Darland, Seminole. Other directors are F. R. Murphy, Foss; L. R. Duff, Lawton; E. P. Hall, Durant, and C. E. Weber, Talequah.

Ladies were entertained at a theater party Wednesday afternoon, and the convention closed Thursday evening with a banquet, special entertainment, dance and card party, at the Chamber of Commerce building, through courtesy of the Manufacturers and Wholesalers Division of the Oklahoma City Chamber of Commerce.

Circular On B. W. H. Transmission Belts

Boston Woven Hose & Rubber Co., Cambridge, Mass., has issued a circular on its transmission belts made by a new process. According to the manufacturer, through the perfection of a new and original rotary type of press, B. W. H. transmission belts are now vulcanized continuously, under absolute stretch control and pressure control which insures uniform thickness. It is stated that with every inch of belt perfectly vulcanized, there are no press overlaps, no press marks, no overcure or undercure at any point and a much higher coefficient of friction is obtained. The Bull Dog and Perfection Gold Edge belts are illustrated.

Waco Data Book For Lamp Purchasers

"Waco Data Book for Lamp Purchasers" is a recently published booklet of Wabash Appliance Corp., 331 Carroll St., Brooklyn, N. Y. It answers important questions commonly asked about lamp quality, lamp efficiency, burning life, imported lamps, guarantees, tests, voltage, etc. The complete line of Waco lamps made by the company is illustrated.

Digitized by Google

THIS YEAR PUT THE NEW

FERRY DISPLAY

TO WORK

MAKING PROFITS FOR YOU



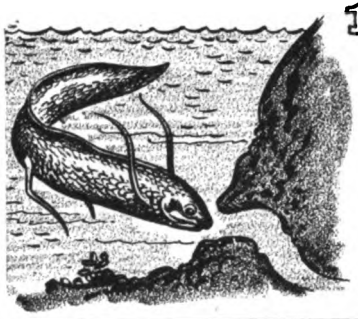
THIS YEAR an order for Ferry's Seeds brings you a beautiful, ultra-modern display—the finest sales assistant we've ever offered for use in the store. It doesn't cost you a penny, and can be obtained with one, two or three shelves —to meet your exact requirements.

The aluminum-coated metal frame rests on rollers, so it can be moved from one part of the store to another, or outside. Your garden-tool customers can't miss it. If you already have your new Ferry display, make it work for you to the limit. If you haven't the display, order one now.

The Ferry sales plan is the fastest, easiest way to build up real profits from this important line of your business. There are hundreds of varieties in the Ferry assortment. All vegetable seed packets, and many of the flowers, are priced at five cents; cartons of beans, peas and corn at 10 cents. We can also fill your orders for seeds in bulk. Ferry-Morse Seed Co., Detroit, Michigan, or San Francisco, California.

FERRY-MORSE SEED CO.

NOTHING LIKE 'EM



1 NOTHING LIKE THIS LUNG FISH

WHEN THE SWAMPS IN WHICH IT LIVES DRY UP, THE AFRICAN LUNG FISH CRAWLS INTO A BURROW, PLUGS IT WITH MUD, AND BREATHES THROUGH SMALL AIR-HOLES.

2 NOTHING LIKE GULF ELECTRIC— MOTOR OIL EITHER

IT'S THE ONE OIL MADE SPECIALLY FOR MOTORS OF ELECTRIC REFRIGERATORS, WASHERS AND IRONERS. OPENS BIG NEW MARKET FOR YOU. IT'S ADVERTISED IN COLLIER'S REGULARLY— STOCK IT NOW!



GULF ELECTRIC-MOTOR OIL

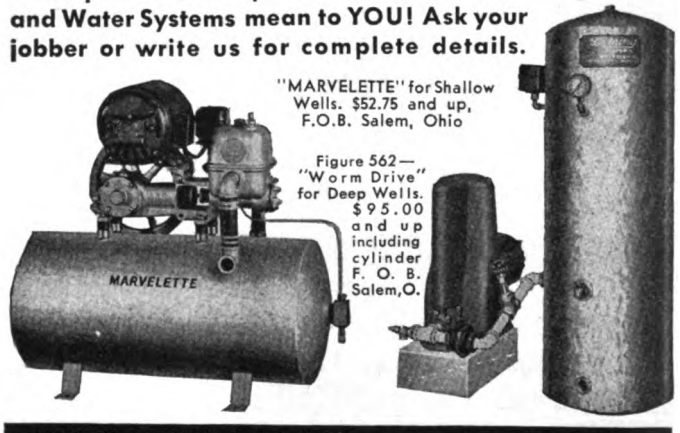
For further information, write Gulf Refining Company, 3800 Gulf Building, Pittsburgh, Pa.



FASTER SALES

WITH DEMING PUMPS

Good profits! SAFE profits! That's what Deming Pumps and Water Systems mean to YOU! Ask your jobber or write us for complete details.



"MARVELETTE" for Shallow Wells. $52.75 and up, F.O.B. Salem, Ohio

Figure 562— "Worm Drive" for Deep Wells. $95.00 and up including cylinder F. O. B. Salem, O.

THE DEMING COMPANY

25 BROADWAY • • SALEM, OHIO

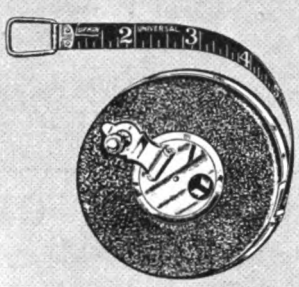
PUMP MANUFACTURERS SINCE 1880

Digitized by Google

LUFKIN
TAPES - RULES
PRECISION TOOLS

The Most Popular Steel Tape Sold!

LUFKIN
"UNIVERSAL"



Low in price to meet popular demand

High in quality for those who want accurate measurements

Lufkin Measuring Tapes are made in various types and graduations and are the recognized standard of accuracy wherever measurements are taken.

Sell them with confidence

Send for General Catalog No. 12

THE LUFKIN RULE CO.
SAGINAW, MICHIGAN, U.S.A.
NEW YORK
106-110 Lafayette St.
Canadian Factory
WINDSOR, ONTARIO

Why Chain Stores Sell More

(*Continued from page* 110)

Large bins on ends of counters are filled with fast moving merchandise. It is only good business to give prominence to such merchandise as sells best, and makes you the most money.

Couple this up with real lighting until the merchandise actually shines and you build an atmosphere that is at once comfortable and interesting. People like to shop when they come into stores like this.

I sometimes think it is too bad that hardware stores are not always located in basements rather than on first floors, for they would be forced to keep lights burning all the time. "In the gloaming" may sound romantic, but not very business-like.

And now to summarize that which I have tried to tell you. I can do it very briefly with these words:

If the chain store is doing things better than you are, you have to step up your merchandising until you do the same things equally well. Otherwise, how can you remain competitive, and what license have you to expect your customers to be loyal unless you offer equal services and values, as those they can get elsewhere.

Why should you ask those who spend their money in your store to pay the added cost of—merchandise that stays on your shelves years at a time—of unnecessary help in dull seasons—of excessive merchandise costs, when you pay a price that makes it impossible for you to meet competitive figures—of operating a store that is not meeting the efficiency of others which are supervised by those who specialize in efficient and up-to-date methods and merchandise.

Today nobody owes you any business. You must merit it by becoming the best kind of merchant—as good as any one of whom your customers might go to for their merchandise needs.

Said in the words of Buick, it would be: If better ways of merchandising are found, the syndicate stores will find them.

That is why the chains sell more merchandise today.

Marshall-Wells Associates

(*Continued from page* 82)

meetings, and budgeting and sporting goods were handled by Harvey Sedgwick and Frank Brooks respectively. Mr. Olsen and Ed Grinnell took charge of the stoves and range sessions.

Monday night dinner was served at the Glass Block restaurant, Tuesday night at the Hotel Duluth, Wednesday night at the Hotel Spalding and Thursday night the final banquet was at the Hotel Duluth, where Seth Marshall, president, made appropriate closing remarks. The annual stag party and smoker was held Wednesday night.

A feature of Thursday's program was a trip to the plant of the American Steel & Wire Co., at Morgan Park, with special trains to and from the plant.

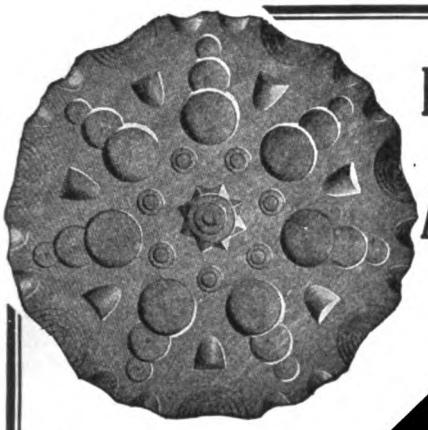
Dealers came from Michigan, Minnesota, Wisconsin, Iowa, North and South Dakota and Montana.

Under the direction of Mr. Hartwell and Max Smith a merchandising school was held at the gym directly after the Tuesday dinner. This was well attended and was devoted to instruction in window and table display work with demonstrations.

The 1936 advisory board of Associate Dealers who work with Marshall-Wells buyers and executives was announced Tuesday morning at the opening of the session. There are six dealers on the Associate planning committee and eight dealers on the Associate advisory committee. The planning committee members are: Einar Olsen, Guarantee Hardware Co., Wisconsin Rapids, Wis.; Bob Fesenmaier, Robert Fesenmaier, Inc., New Ulm, Minn.; Ray Remington, Remington Yards, Hibbing, Minn.; Art Strom, M. W. Associated Stores, Glasgow, Mont.; Herb Adams, Adams Hardware Co., Cavalier, N. D., and Sylvester Eckes, Eckes Hardware, Marshfield, N. D.

The advisory committee members are: Charles Pillsbury, Pillsbury Hardware, Devils Lake, N. D.; Bill Powers, H. D. Powers, Grand Rapids, Minn.; Harry Meyer, Farmers Hardware Co., Shawano, Wis.; Ben L. Quirt, Ben L. Quirt Hdwe. & Furn., Iron River, Mich.; Gus Hillerud, G. Hillerud Hardware, Sauk Center, Minn.; Gil Johnson, Conlin-Johnson Hdwe. Co., Williston, N. D.; Joe Schmitz, Schmitz Hdwe. Co., Valley City, N. D., and Joe Vandeberg, Vandeberg Hardware, Baldwin, Wis.

Digitized by Google



FORSTNER
Labor Saving
AUGER BIT



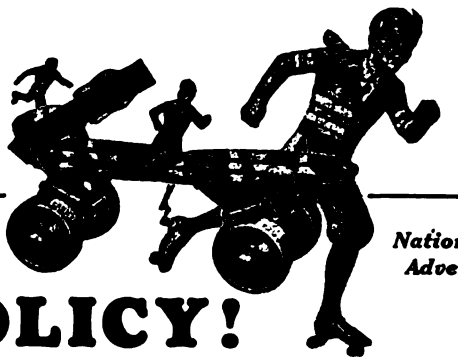
Bores Any Arc of a Circle

Many New Uses

The Forstner Auger Bit, unlike other bits, is guided by its circular rim instead of its center, consequently it will bore any arc of a circle, and can be guided in any direction regardless of grain or knots, leaving a true polished surface. Takes the place of a chisel, gouge, scroll-saw, or lathe tool combined. For core boxes, fine and delicate patterns, veneers, screen work, scalloping, fancy scroll twist columns, newels, ribbon molding and mortising.

Send for Catalogue.

The PROGRESSIVE MFG. CO.
TORRINGTON, CONN.



Nationally Advertised

POLICY!

We invite every dealer and wholesaler to consider our sales policy, which has guided us for over 34 years.

This 3-way partnership for our mutual interests is far more important than temporary price advantages and quality sacrifices.

CHICAGO FLYING SCOUT Roller Skates

Our national advertising has created more than just consumer acceptance. It has established a recognized standard of quality in Roller Skates —and the name "Chicago" means much to dealers who want to enjoy protection, good profits and more sales.

Our price range meets your customer's purse. Write for details and our printed Sales Policy.

No. 75



CHICAGO ROLLER SKATE CO.
Roller Skates With Records for Over 33 Years
4456 W. Lake Street :-: CHICAGO, ILL.

Now . . . *Guaranteed for Life!*

A startling statement, that you can back up by this tag on every Premax!

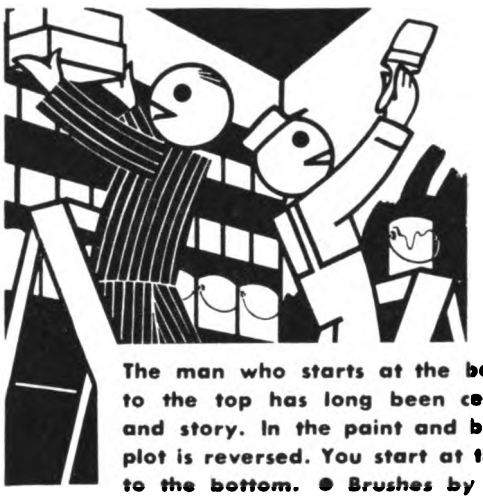
Imagine how the idea is going to take with buyers!



The finest sprinkler in America today!

Get Bulletin H and prices today. Your jobber can supply you with stock or sample. Write him now!

New Success Story
START ON TOP!



. . and Work to the Bottom

The man who starts at the bottom and works to the top has long been celebrated in song and story. In the paint and brush business the plot is reversed. You start at the top and work to the bottom. ● Brushes by Baker are good from top to bottom. Jobbers who handle the Baker line will serve you with brushes that start on top and work to the bottom.

REG. U.S. PAT. OFF.

Fundamentally yours

baker brush co., inc.

87 GRAND STREET ● NEW YORK

Digitized by Google

THE PROFITABLE WAY TO DISPLAY AND SELL

CASTERS



The Bassick Display Block

A sales producing display (8"x12") with samples mounted on removable wooden plugs.

•

Read what one hardware dealer in Manistee, Mich., says about this practical, profitable sales help:

"This display block has sold more than 50% more casters than we could have sold without it".

The Bassick display block is available to all dealers who purchase the "Quality Group".

Write for complete information.



"Diamond-Dart"
No. 7258x42—1⅝"
No. 5258x42—1¼"

With rubber or solid tread composition wheels for beds, tables and miscellaneous furniture.

THE BASSICK COMPANY
Bridgeport Connecticut
Canadian Factory:
STEWART-WARNER ALEMITE CORP. OF CANADA, LTD., BELLEVILLE, ONTARIO

How's the Hardware Business?

(*Continued from page* 73)

the Delco-Frigidaire Conditioning Corporation, to look after this important new development. Individual manufacturers at the Chicago meeting reported sales increases thus far this year at 25 to 200 per cent above sales a year ago.

* * *

While sales activities, and all traffic and travel, have been seriously slowed by the recent weeks of severe storm and cold, there have been compensations in the resulting large demands for emergency supplies. The immediate and sharp call for winter merchandise, like that for coal and other fuels, revealed a shortage in many areas. Retail stocks of axes, shovels and picks, of oil and electric heaters, of tire chains and denatured alcohol, of warm clothing, gloves, mittens and blankets, have been frequently insufficient to supply the heavy demand, and wholesalers have been called on for an unusual amount of rush service. January had started with a very satisfactory rate of increase over 1935, in general retail sales, but after the middle of the month, shopping became so difficult that early gains were largely offset. It will be remarkable, therefore, if final January totals shall be found ahead of those of a year ago. Wholesalers have fared rather better than their customers. Although traveling salesmen have found parts of their territories inaccessible, they have had a better share of the time and attention of the merchants they could reach. There has, too, been a fine backlog of early spring "futures" in the files of most wholesalers, which could be shipped during January, and these have contributed toward a much-needed boost for the month.

* * *

All classes of trade are still confident of a reasonably busy spring, though since the AAA decision, expectation is a bit more conservative among distributors who depend upon the farmer's spending. No setback is seen to agricultural prosperity, but a larger share of the farmer's money must now come as the fruit of his own efforts. It is natural that the spending of earned money will be more canny and considered than the spending of government "windfalls." Nature's contribution thus far, to the 1936 crop season, has been encouraging. Widespread snowfall assures reserves of moisture, as well as protection of plantings previously made, and it is said that the extreme cold has killed much destructive insect life. Agricultural hand tools sold well during last fall, for 1936 shipment, but current new ordering is very heavy notwithstanding. Harness sales are making great gains, due in part to still low costs with more advances coming, but due even more to the restoring of the horse as an indispensable "farm hand." Tractor sales have been forging ahead, and will continue, but many small farms, and some large ones, have found "horsepower," in its original sense, both more economical and more flexible in many situations.

* * *

Winter sports are gaining in popularity and publicity, and a great many stores have cashed in handsomely this winter on the growing demand for sleds, toboggans, skates and particularly skis. These are no longer considered the playthings of children, but whole communities are organizing an active and healthful social program, for men and women, centering in these winter sports. Railroads are offering low fares and all-expense week-end trips to resort regions where outdoor activities reign. There is doubtless an untouched source of sales and profit for many a live hardware store, in catering to this growing fad in likely neighborhoods not yet reached.

* * *

Motor car manufacturers are apparently marking time and waiting future developments. Anticipated February schedules have been cut and it is said that there is a hesitancy on the part of car builders to place orders for steel to be delivered four to six weeks in advance. Detroit manufacturers are now operating their plants four days a week. Despite this temporary recession in production activity, the outlook for the year still remains bright. December production of passenger cars and trucks in the United States and Canada was 421,579 units, as compared with 156,318 units for the same month in 1934. The total production for last year was 4,182,491 units, as compared with 2,869,963 units in 1934.

* * *

Final figures on 1935 wholesale hardware sales, by percentage of increase, as reported to Federal Reserve

Digitized by Google

They're

Uniform

That's Why Fowler & Union Brands Have Been the Blacksmith's Favorite for Over 50 Years!



1. Hardness Uniform from head to point, do not buckle in hard feet, drive where you want them to go.

2. Shape Clean, accurately centered hold-fast head; perfect-taper blade, entirely free from "waves." Sharp, reinforced point.

3. Quality Made on our own precision machines, so accurate that every nail in the box is exactly the same.

Three Quality Brands

NORTHWESTERN-CROWN-UNION

Cold-Rolled

HORSE NAILS

Order from Your Jobber

The Pioneer **FOWLER & UNION HORSE NAIL CO.**
1000 MILITARY ROAD, BUFFALO, N. Y.

Novel Demonstration Sells This New

WATERPROOFING

ON SIGHT! Shows how anything made of cloth, canvas, leather, or wood can be made waterproof instantly—without stopping up the pores or keeping out air. Increases life of material; makes leather soft and pliable; saves its small cost many times over.



Quarts $1.25 Pints 75¢ Shoe Size 25¢

RAINY DAY

WATERPROOFS Clothing, Shoes, High-tops, Waders, Tents, Tarps, and Auto Tops—Without Grease or Oil.

A sure way to year-round profits. Every farmer, every sportsman, every business, every home (especially with children) has dozens of uses for RAINY DAY! Easy to use: just rub on, spray, or dip.

Order from your jobber or direct if he cannot supply you. Attractive sales helps. Nationally advertised in Popular Mechanics, Popular Science Monthly, and Sports Afield. Complete information upon request.

FREE! Send for sample demonstration. Works like magic! Show your customers that you can make a hole hold water!

PROTECTION PRODUCTS MFG. CO.
7436 Second Ave., Detroit



on **CHICAGO'S**

COLORFUL

Michigan Avenue

WITH PRIVATE BATH FROM $2.50

WITHOUT PRIVATE BATH FROM $1.50

The charm of a Michigan Avenue address - the luxury of Hotel Auditorium service - the convenience of its "just off the Loop" location - the delights of its world famous dining room - all these are now yours at a very economical cost.

HOTEL AUDITORIUM

MICHIGAN AVE. AT CONGRESS ST.

GEO. H MINK
MANAGER

An EXTRA $60.00 Coming In Each Month

You can make approximately that much *extra* money each month renting out a SPEED-O-LITE Sanding Machine. You can also make *extra profits* on sandpaper, brushes, varnish, lacquer, wax, shellac, etc., needed for floors.

Dealers find our Sanding Machines easy to rent. The advertising we supply definitely assures success of the rental service, creating new customers and additional profits.



The **SPEED-O-LITE**

Floor Sanding Machine

It is light, easy to handle; requires no experience, works close to corners; has a special ball-bearing motor guaranteed against burn-outs. Built for many years' service. Now is a good time for rentals. Our Sander costs less than most Dealers suppose and our Time Payment Plan is especially interesting. Mail coupon now for full information.

Lincoln-Schlueter Floor Mach. Co., 212 Grand Ave., Chicago, Ill.

Please send us full information covering the new SPEED-O-LITE SANDER. ☐ Interested in time payment plan.

Name

Address

City State

Digitized by Google



More Sales in 1936!

Egg prices are up Live poultry prices have increased The demand for baby chicks is booming Poultry raisers are buying All of which means more Poultry Netting Sales for you in 1936.

New fences must be erected; old ones replaced. The first signs of spring will bring customers into your store asking for poultry netting.

Be prepared to meet this demand with ample stocks of U. S. HEXLOK--the perfect hexagon mesh netting--and U. S. STRAITLOK--the perfect straight-line netting! Place orders now for prompt delivery!

Ask your jobber or write direct to us!

INDIANA STEEL & WIRE CO.
MUNCIE, INDIANA

Banks are now available, and reflect the accuracy of an estimate made in these columns in our issue of January 2. It was estimated at that time, on the basis of reports received for the first ten months of the year, that the increase in sales for the country as a whole would average approximately 10 per cent. The final figure was 11.3 per cent, with the increases by Federal Reserve Districts being as follows: San Francisco, 17.5 per cent; Dallas, 11.3 per cent; Kansas City, 3.1 per cent; Minneapolis, 13.0 per cent; St. Louis, 9.3 per cent; Chicago, 21.0 per cent; Atlanta, 7.9 per cent; Richmond, 7.6 per cent; Cleveland, 10.3 per cent; Philadelphia, 12.0 per cent, and New York, 3.2 per cent.

* * *

Improved conditions during the current year are foreseen by D. A. Williams, president, Continental Steel Corp., Kokomo, Ind., who says: "The optimistic confidence with which this company entered 1935, based both on general conditions and the markets it serves and on its individual outlook at that time, has been well fulfilled by the developments during the year. Looking ahead into 1936 we see prospects even better. I do not mean that 1936 will show as much general improvement over 1935 as that year did over 1934—though it might—but rather that the ground already gained is more securely held; that conditions are more stabilized so that we and our customers can make plans and commitments with more confidence." Mr. Williams also stated that consumer acceptance in both the industrial markets is rapidly increasing for the company's fence wire and roofing sheets having special corrosion-resistant finishes.

* * *

The Wooster Brush Co., Wooster, Ohio, reports a sales increase for the first nine months of its current fiscal year of 45 per cent over the same period a year ago, with the month of January, 1936, reflecting an increase of more than 67 per cent over January, 1935.

* * *

The number of unemployed decreased by 218,000, or 2.4 per cent, during December, to a new total of 8,979,000, according to a report by the National Industrial Conference Board. The gain in employment over December, 1934. was 9.3 per cent. Trade figures showed the greatest gain—350,000 —chiefly in retailing. Manufacturing and mechanical industries showed an employment loss of 77,000, transportation a loss of 34,000, and domestic and personal service a loss of 30,000.

* * *

Business failures, reported by Dun and Bradstreet, Inc., for the week ended January 23 totaled 252, compared with 246 in the preceding week and 259 for the same week in 1935. Insolvencies rose in the East but were lower in other areas.

* * *

Bank clearings reported by 22 leading cities in the week ended January 29 were $5,272,618,000. or 3 per cent ahead of the same week last year. The previous week had shown a rise of 14.7 per cent. Although the latest week's clearings at New York City were 2.7 per cent under the total reported for the corresponding week in 1935. gains were reported in all other leading centers, sufficient to establish a betterment in the national totals.

* * *

A more than seasonal decline of 4.4 per cent, from the week preceding, occurred in railroad freight traffic for the week ended January 25. The drop was chiefly due to the severe weather conditions. However, shipments for the week remained 5.2 per cent above a year ago, and the total volume of 584,691 cars was the largest for that period since 1931. setting a five-year seasonal peak for the ninth consecutive week. Loadings exceeded last year by 5.2 per cent, and were 3.8 per cent above 1934. While the cold wave proved a deterrent to freight traffic, the electric power industry benefited correspondingly. Production of electricity in the United States for the week ended January 25 was 1,955,507,000 kilowatt-hours, compared with 1,781,666,000 in the same week of 1935. The gain over last year amounted to 9.8 per cent. All important manufacturing areas showed gains over the same week last year. Percentage advances were: New England, 5.7; middle Atlantic, 7.5; central industrial, 8.3; west central, 11.7; southern states, 12.3; Rocky Mountain, 22.4; and Pacific Coast, 12.2.

* * *

The balance of foreign trade in favor of the United States during 1935 was at the second lowest point in 25 years, according to figures released by the department of commerce. Last year exports were $234,226,000 more than imports. In

Digitized by Google

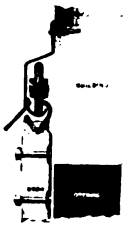
★ 25 ★ YEARS OF LEADERSHIP

FRANTZ

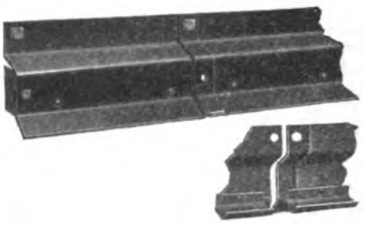
Guaranteed BUILDERS HARDWARE



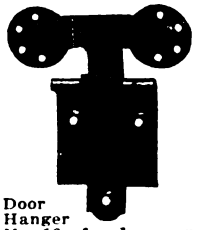
Glide Door Hanger No. 1—for doors up to 1,000 lbs. Applied inside, protected, applicable to any thickness of door. Flexible hinged drop strap.



Weatherproof, bird-proof construction. Note wide-tread for roller-bearing hanger wheels.



"Glide", the ORIGINAL watershed track. Track-and-cover in one piece. Patented telescopic joint—no brackets required.



Door Hanger No. 12—for doors up to 500 lbs. Used with "Shedwel" — an inexpensive but sturdy track. Has all the features of the famous "Glide".

Barn Door Hardware
—Door Hangers
—Tracks
—Gable Door Sets, Hinges, Hasps, etc.

Garage Hardware
—"Over-the-Top" Equipment
—"Around-the-Corner" Sets
—Sliding-Folding Sets
—Swinging Sets

—Complete Hardware in sets—for cupboard doors, cabinets, cellar windows, screen doors, screen sash, etc.

Write today for complete information and prices.

FRANTZ MFG. CO.
STERLING, ILLINOIS

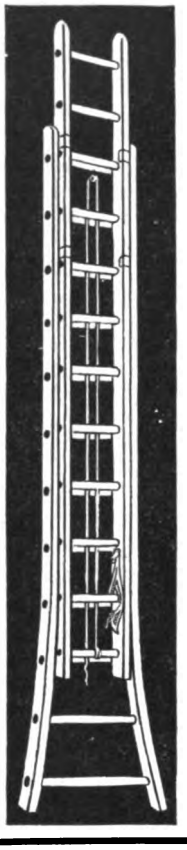


Pardon me for butting in: I'm looking for some additional lines to represent. Know where I can find any good ones?



Certainly! You'll find many good accounts advertising under the heading of "Sales Representatives Wanted" in the Classified Section of HARDWARE AGE. Read the ads in every issue and you will be reasonably sure to find the kind of a line you want.

Depend on RICH for ALL Types of LADDERS



Rich ladders are outstanding in quality, and the line is complete from the smallest to the largest sizes. The Rich line includes Fruit Pickers' Ladders, Platform Ladders, Sectional Ladders, Window Cleaning Ladders, Paperhangers' and Decorators' Rodded Ladders, Scaffolding, Trestles, Adjustable Scaffold Jacks, Step Stools and every other type and size of ladder your trade might call for. For both regular and unusual types of ladders, turn to RICH. Better quality—better values—always. Rich ladders win customer preference because they are unequaled for safety, durability and light weight.

Prompt Shipments

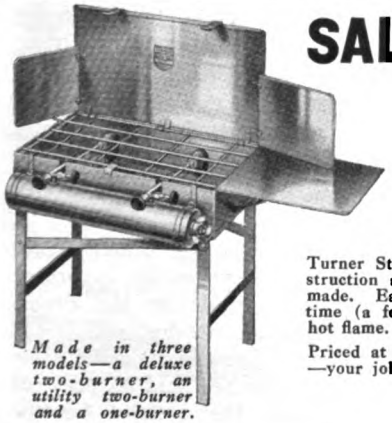
Large stocks of RICH Ladders at conveniently located shipping centers, together with modern manufacturing methods and great plant capacity assure prompt service on all orders.

Other RICH Specialties

Ironing Tables—Clothes Props—Wash Boards, etc.

Ask your jobber. Write us for complete catalog.

The Rich Pump & Ladder Co.
1028 Depot St., Cincinnati, Ohio



Made in three models—a deluxe two-burner, an utility two-burner and a one-burner.

SALES APPEAL AND SALABLE PRICES

are combined in the 1936 line of

TURNER GASOLINE CAMP STOVES

Turner Stoves appeal instantly to both the experienced campers and "first timers" because of sturdy construction and attractive appearance. In addition the Turner is the most efficient and practical camp stove made. Each burner is individually operated and controlled permitting fast and slow cooking at the same time (a feature found exclusively in Turner Stoves). The burners light instantly and develop an intensely hot flame. The fuel tank is easily removed for filling and has a built-in safety pump.

Priced at no more than ordinary camp stoves—you can increase your sales and profits with the Turner line—your jobber can supply you.

THE TURNER BRASS WORKS
Sycamore, Ill. U.S.A.

Digitized by Google



WITH A LOOSE-LEAF CATALOG, YOU CAN SHOW AN ILLUSTRATION OR QUOTE A PRICE *instantly* » » »

When your customer asks for information on a large unit of sale which you do not stock, that is no time for fumbling with supplements, slips, or an obsolete, undependable tight-bound catalog. That's when you cash in on up-to-the-minute information — the kind you *always* have, on *every* item, when your wholesaler provides you with the modern Heinn loose-leaf system of catalog service. *Ask your wholesaler.*



★ A new efficient loose-leaf catalog issued by Wisconsin Hardware Company. Their retailers say, "I know" — and do a real job of merchandising.

Wholesalers: Write on your letterhead to THE HEINN COMPANY, Dept. 226, 326 W. Florida St., Milwaukee, Wis., for new book, "The Catalog Question," showing how you can serve your dealers better and make more money with a loose-leaf catalog.

HEINN BINDERS
MILWAUKEE

Originators of the Loose-Leaf System of Cataloging
Branch offices in principal cities

1934 the export surplus was $477,745,000. The total of America's foreign trade, however, reached the highest level since 1931. Exports were 7 per cent more than in 1934 and imports increased 24 per cent. Exports of goods last year aggregated $2,282,023,000 and imports were $2,047,797,000. Largest imports for all of 1935 included farm products, wood and paper, metals, and manufactures. Leading exported lines were machinery and vehicles, mostly automobiles and industrial machinery, and nonmetallic minerals, mostly petroleum and petroleum products.

* * *

Sales of the General Electric Company during 1935 amounted to $217,361,587, an increase of 18 per cent over 1934. Volume of sales billed in 1935 by the Westinghouse Electric & Mfg. Co. was the best since 1930, and a gain of approximately 35 per cent over 1934. The company's sales of refrigerators rose 46 per cent, while sales of electric ranges increased 49 per cent.

* * *

Factory operations during January suffered from weather conditions, though steel output was well maintained at around 50 per cent of capacity. Heavy construction awards for January exceeded 288 million dollars, double last year's. Structural steel awards totaled more than 100,000 tons, against 76,000 tons in December. Railroads are again becoming factors in the steel market. Purchasing of rails, track fastenings, freight cars and locomotives has increased importantly during the last two or three months and there is promise of further business. Automobile makers are feeling some reaction from the busy ordering of November and December, and used car sales were greatly slowed during the sub-zero days. Increased production schedules were adopted by manufacturers of plumbing supplies, building materials, and electrical equipment, with most of the paint factories running full time to catch up with delivery dates. Makers of both farm equipment and rubber products operated at a higher rate than a year ago.

* * *

Portland cement shipments in 1935 were lower, with the exception of 1933, than in any year since 1918, with the deficiency being attributed, for the most part, to the virtual absence of private work. The 1935 total was 74,934,000 barrels of approximately 380 pounds each, with the total 1.3 per cent under that for 1934. All of the first eight months, except March, showed decreases from the preceding year, while gains were registered in the last four months. In the first eight months, the decrease was 7 per cent.

* * *

Wholesale collections and sales in 97 cities during December revealed an encouraging return toward fall levels, after resisting seasonal declines, according to the January survey of the National Association of Credit Men. In contrast to 49 cities reporting "good" collections and 47 "good" sales, the current study has 55 cities in the "good" collections, and 64 in the "good" sales column. Slow collections are reported by only two cities, in contrast with nine the previous month, while slow sales are noted by only one city, a drop of two from the month preceding.

* * *

The volume of department store sales in 1935 was 7.1 per cent larger than in 1934. Total retail sales for last year were 12 per cent more than for 1934, and 28 per cent above 1933, but still nearly 10 per cent lower than in 1931 and about 35 per cent below the level reported in 1929. In some commodities, such as rayon, woolen goods, shoes, oil burners, electric refrigerators, vacuum cleaners, cigarettes, air-conditioning equipment, and gasoline, demand expanded to the highest level since 1929, and, in some cases, to new all-time highs.

* * *

Business in the United States spent $155,000,000 in 1935 for plant and equipment, compared with $85,000,000 in the preceding year, according to a report by the Securities and Exchange Commission. New issues of stocks and bonds amounted to $2,667,000,000, compared with $630,000,000 in 1934, a great proportion representing corporation refunding operations. Officials interpreted the 1935 gains as indications of a reviving capital market.

* * *

Income of the United States in the next six months, according to estimates made by the Brookmire Economic Service, will be 14 per cent higher than for the same period a year ago, and 38 per cent higher than the average for the same period in the last three years.

Digitized by Google



OBVIOUSLY A SELLING IDEA

What could be MORE obvious than the "Blac-Link" silhouetted against the pure white background . . . it obviously assures quick, absolute detection of blown fuses . . . and just as obviously it assures MORE plug fuse profits for you!

Order from your jobber today . . . then display this forceful display carton for MORE plug fuse sales!



Carries Underwriters' Label

THE CHASE-SHAWMUT CO.
NEWBURYPORT - MASS.

FUSE SPECIALISTS SINCE 1893



TREMENDOUS MARKET for Low-Priced MAILMASTER

Notice the number of mail boxes right in your own vicinity that need replacing. Approximately 15,000,000 mail boxes now in use are so outmoded and disreputable looking that it is a disgrace to allow them to remain in their places of prominence; also more new houses are being built now than for the past 7 or 8 years, and every house needs a mail box.

MAILMASTER is sturdily built of 22 ga. material . . . pilfer-proof slot . . . door hinged at top, closes of its own weight. A high-quality box at a bargain price every home owner can afford.

Take advantage of this vast market. Display the low-priced MAILMASTER and the other Fulton Mail Boxes—let the public *see* them—they'll be one of your "best sellers."

Write for full information and prices.

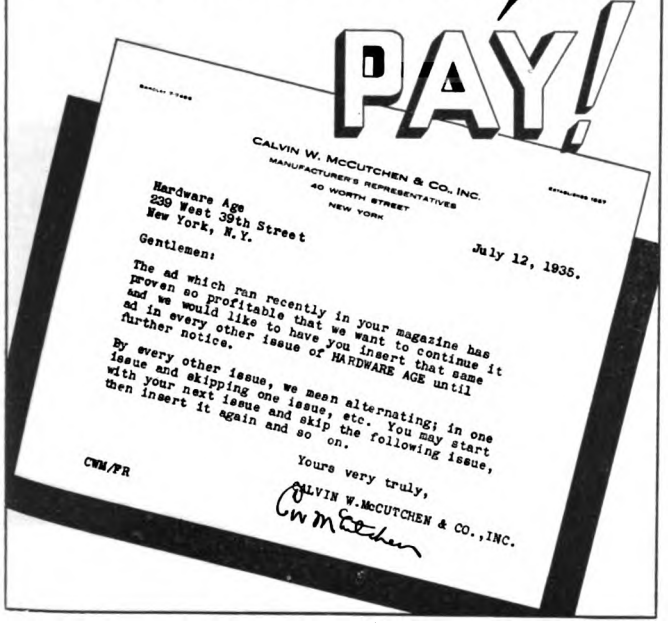
PATENT NOVELTY COMPANY
305 Eighth Ave., Fulton, Ill.

POLLY PRIM DUST PANS
POLLY PRIM RECIPE CABINETS
RUST-RESISTING MAIL BOXES
POLLYANNA DUST PANS
JUMBO FIRE SHOVELS
FULTON CRUMB SETS
FULTON DOCUMENT BOXES
BLUE-BIRD INDOOR CLOTHES LINES

RESULTS COUNT

Classified ads in Hardware Age

PAY!



CALVIN W. McCUTCHEN & CO., INC.
MANUFACTURER'S REPRESENTATIVES
40 WORTH STREET
NEW YORK

Hardware Age
239 West 39th Street
New York, N.Y.

July 12, 1935.

Gentlemen:

The ad which ran recently in your magazine has proven so profitable that we want to continue it and we would like to have you insert that same ad in every other issue of HARDWARE AGE until further notice.

By every other issue, we mean alternating; in one issue and skipping one issue, etc. You may start with your next issue and skip the following issue, then insert it again and so on.

Yours very truly,
CALVIN W. McCUTCHEN & CO., INC.

CWM/FR

NO MORE "GYP" FLINT

(AS FAR AS WE ARE CONCERNED)

Effective January First, 1936, we have discontinued the manufacture of Flint Sandpaper in the 8¾" x 10½" size.

On and after that date we offer only our First-Quality JEWEL Brand, full 9" x 11" size, made from first-quality materials and packed either in the waste-saving Jewel carton or the time-saving Jewel shelf dispensing box.

A Genuine Jewel Abrasive
BEST OF THE BETTER BRANDS

And—best of all—Genuine First-Quality JEWEL Sandpaper will cost you no more than the "scalped" size!

ABRASIVE PRODUCTS, INC.

Manufacturers of Coated Abrasives for Wood, Metal, and Leather Working
SOUTH BRAINTREE, MASS., U.S.A.

NEW

General descriptive catalog, now on the press, lists many improved time and money-saving abrasives.
Shall we reserve your copy.

Just mail the coupon—Pin it to your letterhead if you prefer.

Abrasive Products, Inc.
South Braintree, Mass.

Reserve my copy of your new catalog (H.A.4)

NAME

.....

Digitized by Google

PLEASE KEEP OFF GRASS

METAL SIGNS

IS YOUR LAWN AND GARDEN DEPARTMENT COMPLETE? SELL "Please Keep Off Grass" signs—along with your grass seed.

A tried and proven 15¢ seller year after year.

DESCRIPTION.—Metal Plate—5 by 8 inches—black lacquer background—white letters, and border stake attached.

PRICE—6¢ each in 2 doz. lots. 5¢ each in gross lots—F.O.B. Shipping wt. 27 lbs. per 100 signs.

WE ALSO CARRY A COMPLETE STOCK OF METAL SIGNS AS "No Hunting," "For Sale," "Office," "No Parking," and over 100 others.

Write for our complete list and descriptive circular

CLOUSER BROS.

100 Transportation Bldg. Indianapolis, Ind.

Chicago Rawhide and Indian Tan LACES



Better Laces—flexible, tough, durable—that retain their fibre strength and toughness. —Specially tanned without lime, acids or injurious chemicals. Uniform thickness, accurate widths. Proof-tested for strength. Each dozen pair in a Counter Display Box. They sell themselves; build repeat business.

Write for Price Circular

Chicago Rawhide Mfg. Co.
1285 Elston Ave., Chicago, U.S.A.



Be prepared for the spring season. Order now!

HINDLEY WIRE GOODS

WIRE SPECIALTIES
BRIGHT WIRE GOODS
COTTER PINS
EYE BOLTS

Write For Our Catalog

HINDLEY MFG. CO. VALLEY FALLS, R. I.

STEEL MORTAR HODS



No dripping onto the user's back.

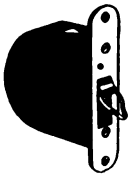
Made entirely of steel with wooden shoulder saddle and handle. Edges are heavily reinforced. The fork is pressed from heavy gauge steel.

No. 158 Mortar — 26"x12" x 11½" deep

Write for prices.

The Cleveland Wire Spring Co.
E. 38th St. and Hamilton Ave.
Cleveland, Ohio

ROCHESTER ADJUSTABLE SASH BALANCES



A product of Guaranteed quality. Real profit in handling them.

Write for prices.

Rochester Sash Balance Co., Inc.
Rochester, N. Y.

"SUNSHINE" *French Process* CHAMOIS

MADE IN U.S.A.

ASK YOUR JOBBER

HOYT & WORTHEN TANNING CORP.

HAVERHILL MASS.

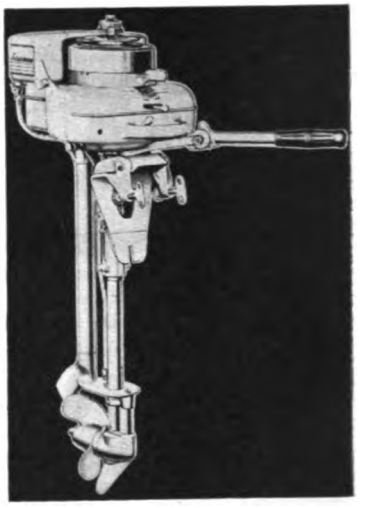


Snap-Cut Tree and Shrub Pruner

In this pruner, the "Snap-Cut" action is mounted on a light weight, strong, aluminum shaft. The 4 foot length is suited for pruning briars, fruits, roses, shrubs, etc. The 6 foot length is suited for pruning fruit trees, high vines, etc. Will cut up to ¾ inch branches with ease. Seymour Smith & Son, Inc., Oakville, Conn.

Evinrude 1936 Hooded Power Fisherman

In this model the carburetor, spark plugs and wiring are housed in an aluminum covering from which the new style valve lever and the primer lever protrude. An integral drip pan reflects casual carburetor drippings outside the boat. A large carrying handle is formed integral with the hood at the exact point of balance. According to the manufacturer, other improvements are the rubber mountings which "float" the motor so that no vibration reaches the boat; a completely shock-proof steering handle that retracts when tilting; rubber-cushioned propeller drive; propeller is of the weedless type. Motor it is said develops 4.4 N.O.A. certified brake horsepower at 3500 r.p.m., and an improved co-pilot feature keeps the boat upon a set course while the operator's hands are busy. The 1936 Fisherman lists at $110 f.o.b. factory. The Weedless Fisherman with patented weedless gear housing but otherwise identical to



the standard 1936 Fisherman lists at $10 higher. The 1935 Fisherman model listing at $95 also remains available. Folder on the Fisherman model is available. Outboard Motors Corp., Milwaukee, Wis.

Prize-Winning List of Tools For the Homeworkshop

(Continued from page 54)

pared to answer a distressed upstairs cry of 'Will you fix this kitchen faucet?'"

Many ways in which this list can be used to good advantage will doubtless occur to hardware merchants. Copies of the list could be distributed in the tool department, or the list could be reprinted in the store's paper, or other advertising matter. If the list is so used it is important that credit should be given to the sponsor of the contest — *The Home Craftsman Magazine*, New York City. Window or interior displays in which all of the items on the list are shown with suitable explanatory show cards could also be used with good effect. Such displays will convince home craftsmen that the store is prepared to serve him in complete and intelligent fashion, and is really interested in catering to his hobby.

The prize-winning list is reprinted herewith by special permission. As previously stated, this list was selected for first place by the judges because it represents a workshop of wide scope. Since the list is only one of the entries it cannot be considered as being a composite of all the entries, or as being typical of the entire contest. On this account, brand names have been omitted in fairness to all concerned.

Digitized by Google



SUPER APEX

has a zinc coating almost twice as heavy as some other widely and more or less carelessly advertised lines.

On top of this zinc coating there is baked a coat of high quality enamel thus reducing corrosion almost to the vanishing point.

THE LIFE OF SUPER APEX
in "Salt Air," moisture or gaseous laden climates is almost double the life of cloth made by the old process.

STEEL — COPPER — GOLDEN BRONZE — SPECIAL ALLOYS
ANTIQUE BRONZE — ALUMINUM

HANOVER WIRE CLOTH CO.
HANOVER, PENNSYLVANIA

for Safety and Satisfaction



ACCO

WELDED and WELDLESS CHAIN

Made by the World's Largest Manufacturer of Welded and Weldless Chain.

American Chain Company, Inc.
Bridgeport, Conn.

World's Largest Manufacturer of Welded and Weldless Chain

IN BUSINESS FOR YOUR SAFETY

TROWBRIDGE GRAFTING WAX



"Best since 1850." The leading Hand or Brush Wax for grafting, budding and trimming of *all* fruit, ornamental trees, shrubs and vines. Also for painting tree cuts and bruises. *New* ¼, ½ and 1 lb. pkgs., also 5 and 10 lb. containers. Ready, profitable seller.



Treekote Emulsion

The *new* and efficient tree wound dressing, pruning and grafting compound for *all* types of tree wounds. Also protects trees from insects and fungi. Applied cold. Not affected by hottest weather. Economical. 1 pt. to 5 gal. cans. *Write for Prices.*

Walter E. Clark & Son
Milford Box E Conn.

LOOK FOR THE DISTINCTIVE CROSS PACKAGE

red-white-black

YOUR *CUSTOMERS* DO!

all

O. K.

if they're



W. W. CROSS & CO. INC., EAST JAFFREY, N. H.

ORIGINAL "PRIMUS" BLOW TORCHES
for Gasoline or Kerosene fuels

Made entirely of brass. Highly polished. Strongly constructed. Filling funnel on top of tank. The perfect Torch for both indoors or out in windy, cold weather.

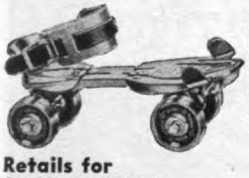
Sold by leading jobbers or write



Sole Agents for U. S. A.:

SANDVIK SAW & TOOL CORPORATION
109 Lafayette Street, New York, N. Y.
740 Washington Ave. No., Minneapolis, Minn.

The 500-MILE SKATE



Something new and different to talk about — guaranteed not only for 500 miles' travel but for a full year's wear . . . nothing to equal it in the highest quality class — yet moderately-priced.

Retails for $1.95 to $2.25 a pair

7 NUMBERS

—each different—each showing quality at a glance—each so closely priced that a few cents one way or another makes the sale—that's what the Speed King line offers you.

GOOD PROFIT ON EVERY ITEM

EVERY SKATE A LEADER IN ANY PRICE FIELD

and Look!

A TOP-NOTCH BALL-BEARING SKATE RETAILING FOR $1.00 TO $1.23

No. 540



A few years ago this skate would have retailed for double the price. Now you can meet competition with a product of outstanding value and still have a good margin of profit.

Special 1936 Proposition

HUSTLER CORP., Sterling, Ill.

Speed King ROLLER SKATES

Digitized by Google

LADD
EGG BEATERS

Originated and developed STEEL Beaters and are still LINE No. 1 in Quality and Satisfaction. The ONLY ONES to fully support the present nation-wide movement of important dealers in first Quality HOUSEWARES, back to their important place in trade and resulting PROFITS. HELP IT ALONG.

18 pictures would be required to here show this longest line in the world in and out of glass: a Quality model, assorted colors, for every hand requirement. Why handle 2d and 3d grade lines, when LINE No. 1 is same price and alone fulfills every need? Insist upon LADDS from your jobber or send your stock orders direct to us for a suitable price range—for remember

LADDS PUT THE PROFITS IN AND KEEP THEM IN EGG BEATERS. KITCHENWARES ARE COMING BACK RIGHT NOW.

United Royalties Corporation
1133 Broadway, New York

Cortland
Gray-Wick Wire Cloth



One of the *best selling* screen cloths ever produced. Popular with thousands of home owners. Cortland Gray-Wick is always

Made From OPEN HEARTH Copper-Bearing-Steel

.011 gauge wire used *both ways*. Has a pleasing dull galvanized finish. Electro zinc coated and enameled with a pigmented varnish—double protection *against corrosion*.

We Control Every Operation

From raw material to finished product. 24 to 48 in. widths, double selvage. Individual fibre cartons.

Ask your Jobber for Prices

STEEL PRODUCTS

"NATURAL GAS now used in our furnaces produces very low sulphur steel which, together with a copper alloy, reduces corrosion."

WICKWIRE BROTHERS
CORTLAND, N. Y

Aggressive Policy Adopted

(*Continued from page* 61)

one side wall and partly across the back. This entire row of display closets with orange doors, presents a most striking and neat appearance.

From a publicity standpoint the most striking feature of Madway's store is the huge mural covering on one wall. This piece of art measures twenty-one feet by seven feet, and is one of the first things noticed by customers who enter the store. The painting was done on Mr. Madway's order by Bertram Goodman, a pupil of one of America's outstanding muralists, Thomas Benton. The piece is entitled "The Evolution of Tools," and fulfills the idea that Mr. Madway had in mind; namely, depicting man before the stone age, then on up to the iron age and hand forged tools, up to the present use of modern tools. It is asserted that the entire work is done with tested materials so successfully used by the old masters—such ingredients as white of eggs, etc.—and that the colors will stay bright and perfect for ages.

When this painting was first complete, Madway's came in for all kinds of wide publicity. It was at the time when the Government was appropriating money for art work and the public's interest in art had been stimulated. Hence, the appearance of this painting in a Philadelphia hardware store created considerable news interest. The consequence was that Madway's had splendid write-ups, not only in the Philadelphia papers, but even those of New York and other cities.

Clamp Assortment



Contains 13½ dozen "Sure-Grip" clamps in six sizes put up in this attractive counter display carton. Three sizes are for use on garden hose, beer pumps, automobile heaters, etc. Other three sizes are for use as automobile radiator clamps. It is stated that they are flexible enough to be fitted around connections without removing hose and they are galvanized after all machining operations are completed, preventing raw edges to rust or corrode. *J. R. Clancy, Inc.*, Syracuse, N. Y.

Inspection Plan For Everedy Door Closers

The Everedy Co., Frederick, Md., will send, post paid, a sample of its Everedy Door Closer to dealer or wholesaler, on request. This "Sample - On - Approval" plan was devised so that the product may be properly inspected before purchased. A feature of this Door Closer is its double-jointed door bracket.

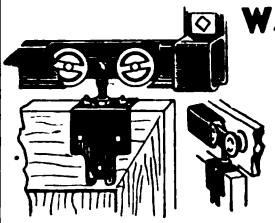
Motion Window Display

For Hotpoint appliances. Electrically animated arm swings back and forth pointing out the appliances. Reproduced in rich colors and is in three sections. Center piece, 36 x 36 in., will accommodate three large or four small appliances. Side panels spot the coffee maker and automatic Hotpointer Toaster. *General Electric Co.*, Merchandise Dep't., 1285 Boston Ave., Bridgeport, Conn.



Digitized by Google

COBURN



WAREHOUSE DOOR HARDWARE

● A patented Track using a channel iron or I-Beam is sold exclusively by Coburn for supporting heavy sliding doors. No opening is too wide, and no door too heavy for No. 750 Track and Hanger. No supporting beam is required, as the Track can be made an integral part of the building. Detailed information will be furnished on request.

Since 1888 Coburn Products Have Been Dependable

COBURN TROLLEY TRACK CO.
HOLYOKE, MASS.

WILDER'S Lion Half-Soles



Popular Display Assortment In The No. 50 Lion Tap Cabinet

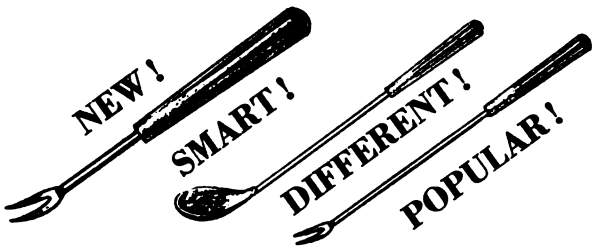
Contains 1 doz. pairs each of 10¢, 15¢, 20¢ and 25¢ grades of Lion Taps. Total 4 doz. pairs *complete with nails.* Gross wght. about 15 lbs. Sold through Jobbers. Retail value $8.40. Dealer's profit 50%.

Refills always available.

Lion Taps are also sold for display independent of cabinet, packed one dozen pairs of a grade in an attractive display carton. Prices range from 10¢ per pair to 50¢ per pair, including nails.

Give us name of your jobber and receive FREE, a sample pair of 10¢ LION TAPS.

WILDER & COMPANY *Manufacturers Since 1877* 1038 Crosby St. Chicago, Illinois



VAUGHAN'S Famous line of new Catalin handle utility items is selling fast now. All metal parts are heavily nickel plated. Each item guaranteed. Red and Green Catalin Handles. Send for Prices and Details on this Complete Line.

VAUGHAN NOVELTY MFG. CO., INC.
3211-25 CARROLL AVE. CHICAGO, ILL., U.S.A.



ALWAYS NEEDED!
A List of

WHOLESALE HARDWARE HOUSES *Giving*

Names and Addresses; Capitalizations; Lines Handled; Territories Covered; Number of Men Travelled; Names of Officers and Buyers.

Useful for

PERSONAL SALES CONTACTS
CREDIT DEPARTMENT
DIRECT MAIL WORK

Price $10.00 a Copy
Check with Order

HARDWARE AGE VERIFIED LIST
239 W. 39th ST., NEW YORK, N. Y.

CASH IN ON *Columbia* QUALITY BICYCLES

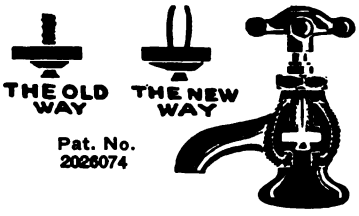
This is the year to cash in on quality bicycles! There is no surer way to do so than with the Columbia franchise. Open territory still available. Write for details *now!*

THE WESTFIELD MFG. COMPANY
Westfield, Massachusetts

NEW IMPROVED FAUCET WASHERS

The EASY-TACH

Just push in—no tools needed. Avoids broken and corroded screws.



Pat. No. 2026074

Put up 6 Super-Quality Beveled Rubber Washers and 4 patented Washer Holders on a Display Card—to retail at 10c per Card.

Samples sent upon request

KEYSTONE BRASS & RUBBER CO., 811 Chestnut St., Philadelphia, Pa.

Repairs Unsightly Chipped Porcelain

When home owners hit and chip porcelain or enamel fixtures—Tilette Liquid Porcelain Glaze will quickly repair them like new. Ideal for Porcelain and Enamel Sinks, Bath Tubs, Lavatories, Refrigerators, etc. Ready for use, waterproof, dries quickly with a permanent porcelain gloss. In 1 oz. jars, packed 12 to attractive counter display. Quick 25 cent seller. Liberal profit. Ask your jobber to supply you. If he cannot, write to us.



TILETTE CEMENT CO., INC.
401 Lafayette St., N. Y. C.
1115 Temple St., Los Angeles, Calif.



KRUSTOFF

Cleans and prevents rust on enameled stoves, ovens, stovepipes, tools, machinery. Every home needs it.

Made by the makers of

STOVINK

Johnson's Laboratory, Inc.
WORCESTER, MASS.

Digitized by Google

In the heart of Philadelphia . . . socially, commercially and geographically.

BELLEVUE STRATFORD

CLAUDE H. BENNETT, General Manager



CLARK



BOLTS
SCREWS
NUTS

The service they give the user, plus the prompt deliveries we give you on all orders, are the reasons we have gained the reputation of giving REAL SERVICE.

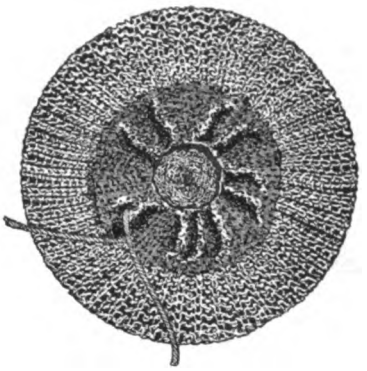
SELL CLARK'S

CLARK BROS BOLT CO.

Bemiss St. Milldale, Conn.

Improved Gasoline And Kerosene Lamp Mantle

The Lindsay Light and Chemical Co., 161 East Grand Ave., Chicago, has announced its Lindsay Rosette No. 200 for gasoline and kerosene lamps and lanterns as the newest development in improved rayon mantles. Mantle is round in form and, according to the manufacturer, of sturdy double weave rayon fabric and provides maximum candle power. The dealer cost is $6.50 per gross and the maker suggests they be sold at 2 for 15 cents.

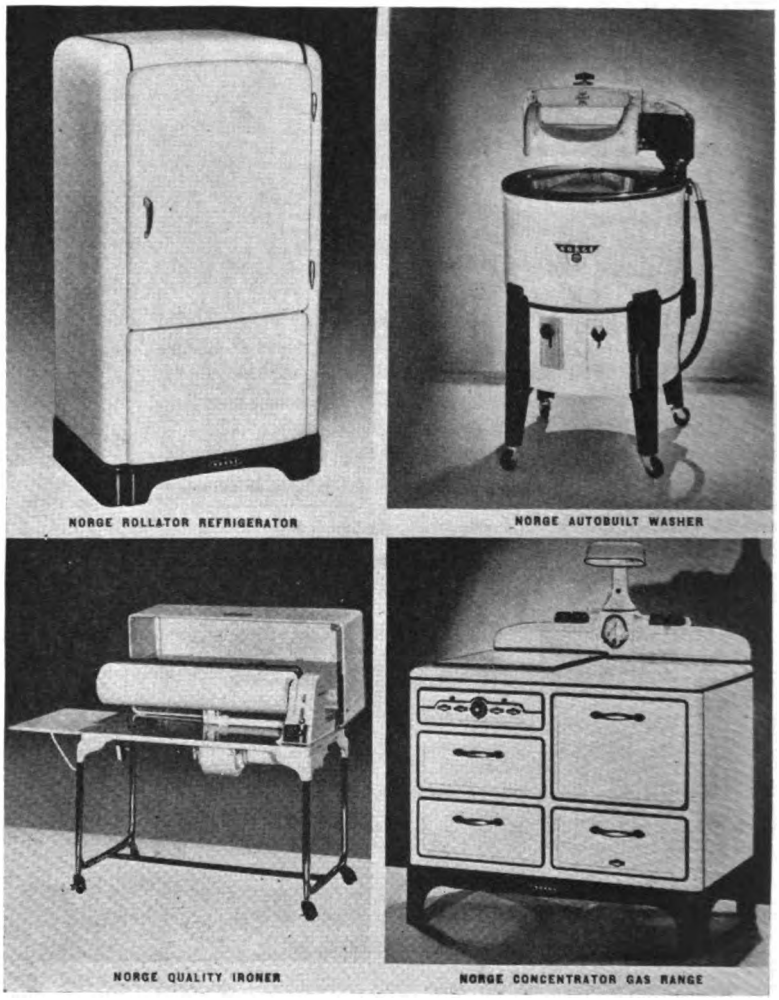


Sickles-Loder Catalog No. 35

Sickles-Loder, Inc., wholesale firm in the Port Authority Commerce Building, New York City, has recently issued its catalog describing and illustrating the various lines carried. The catalog contains a sectional index, products index and information of the company's facilities.

Norge Line for 1936

Norge Rollator Refrigerators have been redesigned to eliminate all appearance of squareness yet retaining harmony and simplicity of design. The interiors have many improved and added features for utility and convenience. The Concentrator Gas Range line has also been redesigned in the same manner. There are nine models with a flexibility of color and features. Two models have been added to the washer line. All have Autobuilt transmission and the same system of Quietors. They require no oiling for at least five years, and are available with friction drive pump. Model 56-G and 76-G are available with gas engine. New models have been added for the 1936 line of ironers with further improvements in design and construction. Norge Corp., Detroit, Mich.



Digitized by Google

WHITING ADAMS presents



WHITING-ADAMS COMPANY
690-710 HARRISON AVENUE • BOSTON, MASSACHUSETTS

Stores say: "It's a Sensation!"

Make quick profits with **HANSON**

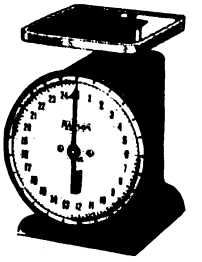
SILVER CLIPPER

★ Strikingly beautiful, with silver and black dial, this original new SILVER CLIPPER sells on sight.

See these features:

1. Modernistic design
2. Eye appeal
3. Improved mechanism
4. Unusual accuracy
5. Reasonable price
6. Attractive profits

Ask your jobber for prices.



HANSON SCALE COMPANY (Est. 1888)
525 N. Ada St., Chicago
1150 Broadway, New York

Hodell COIL CHAIN

Other Hodell Chains

WELDED — Proof Coil Chain • Steel Loading Chains • Trace Chains • Well Chain • Cow Ties • Log or Binding Chains • Heel and Butt Chains • Breast and Wagon Chains • WELDLESS — Tie Outs • Pump Chain • Porch Swing Chains • Cow Ties • Dog Chains • Sash Chain



THE CHAIN PRODUCTS CO.
3934 Cooper Ave., Cleveland, Ohio
Established 1886

R. MURPHY'S STAY SHARP ROOFING KNIVES

the best — to work with



2 Sizes—No. 0, Blade 2" long—No. 1, 2½" long.

Paper Hangers' Knives
Shoe Knives
Oyster Knives
Skiving Knives
Rubber Knives
Clam Knives
Mackerel Knives
Cigar Knives
Pruning Knives

Highest Quality — Absolute Dependability—Reasonable Prices . . . Make Master workmen look for the name R. MURPHY on a work knife. . . . They know from experience R. MURPHY'S Work Knives are their best buy.

Are you—as a dealer—profiting by this fact?

Write for Prices and Complete Catalog

Butcher Knives
Oilcloth Knives
Plaster Knives
Kitchen Knives
Stencil Knives
Manual Training Knives
Roofing Knives
Shirt Cutters' Blades and Handles

ROBERT MURPHY'S SONS CO., Ayer, Mass.
Makers of the finest Work Knives for 86 years

FOR THE HARDWARE TRADE ONLY



The "Winfield" is popularly priced and efficient.

ASK YOUR JOBBER

ALLEN'S RE-DESIGNED *SUPREME* LINE OF LAWN SPRINKLERS AND GARDEN HOSE ACCESSORIES

FREE CATALOG The new large 1936 Allen Catalog contains over 100 items—some entirely new, others completely re-designed. Profusely illustrated with color plates and halftones. Send for your copy today.

W. D. ALLEN MFG. CO.
566 W. Lake Street, Chicago, Illinois
28 Warren St., New York City, New York



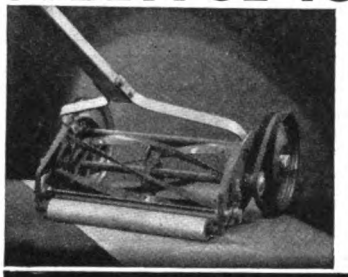
Preferred because of durability and accuracy SHIELD BRAND TOOLS sell on merit alone.

THE STANDARD TOOL CO. CLEVELAND OHIO

BRANCHES: NEW YORK — DETROIT — CHICAGO

REAL sales representatives advertise in the "Sales Accounts Wanted" columns of the classified advertising section of HARDWARE AGE.

SILENCE IS GOLDEN



. . . and selling the Silent Yard-Man means golden profits for you. It's the most advanced of all lawn mowers. Write for details of the Silent Yard-Man Demonstrator Plan.

YARD-MAN, INC.,
JACKSON, MICHIGAN

THE SILENT YARD-MAN

Digitized by Google

CLASSIFIED OPPORTUNITIES SECTION

Use this section to reach *Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen*

• CLASSIFIED ADVERTISING RATES •

Positions Wanted Advertisements
at special rate of one cent a word, minimum 50 cents per insertion.

All Other Classifications

Set Solid, Maximum of 50 words....$3.00
Each additional word 06
All Capitals, Maximum of 50 words.. 4.00
Each additional word 06

Allow Seven Words for Keyed Address.

Boxed Display Rates

1 inch$3.00
Each additional inch 4.00

Discounts for Consecutive Insertions
4 insertions, 10% off; 8 insertions 15% off. Due to the special rate, these discounts do not apply on Positions Wanted Advertisements

— • —

REMITTANCE MUST ACCOMPANY ORDER
Send check or money order, *not currency.*

— • —

HARDWARE AGE is published every other Thursday. Classified forms close *13 days* previous to date of publication.

NOTE
Samples of Literature, Merchandise, Catalogs, etc., will not be forwarded.

— • —

Address your correspondence and replies to
HARDWARE AGE
Classified Opportunities Dept.
239 West 39th St., New York City

SALES REPRESENTATIVES WANTED

NATIONALLY KNOWN MANUFACTURER
IS LOOKING FOR AN
EXPERIENCED HARDWARE MAN
Age 30 to 40 years, to take charge of their New York Office. Office has been established twelve years. Applicant must be acquainted with jobbing trade in Metropolitan District, Philadelphia, Baltimore, Washington and Virginia. Salary and bonus.
Address Box B-947, care of HARDWARE AGE, 239 W. 39th St., New York City

MANUFACTURERS' AGENTS' WANTED. ELECTRIC WIRING devices, heating pads; wholesalers, departments, chains, better retailers. State territory and trade. Prominent eastern manufacturer. Address Box B-983, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED — HARDWARE SIDELINE SALESMAN — EXPERIENCED and well acquainted in department stores, retail, hardware and garden supply houses for selling fast moving item. Address Box B-975, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURER OF A NEW LINE of stainless steel utensils, specialties, etc., has exclusive territory for several experienced salesmen on commission basis. Jobber, department store, premium, furniture and hardware trade following highly desirable. Address Box B-977, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN DESIRING PERMANENT CONNECTION WITH reliable corporation manufacturing finest fastest sellers, call on furniture, hardware, department stores, also jobbers, either whole or part time. Address—Dustmaster Corp., Dept. H-3, 600 First Avenue North, Minneapolis, Minnesota.

SALES REPRESENTATIVE WANTED, PREFERABLY WITH following in the industrial field for side line, a universally used hardware article of high merit, selling at very competitive price. Unusual commission. Address Box B-981, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

ESTABLISHED MANUFACTURER HAS SEVERAL OPENINGS exclusive territories. If you are now calling regularly on hardware, mill and contractor supply trade and can add several good items to your line, commission basis, our proposition will interest you. Address Box 377, Toledo, Ohio.

SALESMEN: SELL ATTRACTIVE 10c-25c ITEM. Rust and tarnish remover—metal—porcelain renewer. All hardware, chain, department, auto, sporting goods, drug, grocery and general stores. Attractive commission. Territories open. Address Box B-985, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WE WANT SEVERAL SALESMEN NOW devoting their entire time selling to department stores to sell our line of dust mops and wet mops as a side line on commission. State experience and territory wanted. Full territory protection. Address Box B-972, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES REPRESENTATIVES WANTED

Sales Representatives Wanted
To sell leather half soles and rubber heels to jobbers in New England, Ohio, Indiana and Southwest. Straight commission on all orders received from territory. Line established in 1920.
THE HAGERSTOWN LEATHER COMPANY
Hagerstown, Maryland

WANTED — SALESMEN CALLING ON HARDWARE and house furnishing retail stores, chain stores, auto accessory stores to sell a line of chamois and sponges. Side line or full time on commission basis. Full protection repeat business. Write full particulars. Address Box B-986, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALES REPRESENTATIVE WANTED, NOW CALLING on jobbing, chain and department store trade to sell moderately priced insecticide, polishes and waxes. Guaranteed quality products. Attractively packaged. Our season is now approaching. Good proposition for men with following. Commission basis. State territories covering and references. Address Box B-988, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

A LARGE AND WELL-KNOWN COMPANY, manufacturing a varied line of hardware, are in the field for commission salesmen, who in turn must have well-established lines and fields of activity either among jobbers and large consumers, or separately. In reply give full details of territory regularly covered, and firms represented. Address Box B-970, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMEN WANTED. NEW YORK WHOLESALE electrical house has several openings for representatives in States east of the Mississippi. Men covering large hardware accounts preferred. Attractive catalogs illustrating our line available for distribution by our representatives. Straight commission basis. Excellent opportunity for live wires. Write stating experience and territory covered. Address Box B-980, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

• BUSINESS OPPORTUNITIES

OLD ESTABLISHED UP-TO-DATE HARDWARE STORE, modern fixtures. Large store at very low rent; at 60% of inventory value, for cash. Reason for selling—on account of health. (Metropolitan District.) Address Box B-971, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

WANTED TO PURCHASE: AN ESTABLISHED hardware store in New England, in community with drawing population of 15,000 to 50,000. State full details, including type of merchandise carried and amount of inventory. All replies will be held in strict confidence. Address Box E-3, care of HARDWARE AGE, 140 Federal St., Boston, Mass.

BUSINESS OPPORTUNITIES

How About Your Sales?
Manufacturers about to put out new products—do you know what the potential market is—the salability of the product — prices obtainable—advertising necessary.
What about your present products? Perhaps a minor change will speed up sales. You must have the facts about your market—what the demands and trends are NOW.
We can get accurate facts from the most reliable sources quickly and at a much lower cost than you would expect to pay. Write us giving brief details of products including catalogue, for estimate.
The Federated Sales Service Inc.
729 Boylston Street, Boston, Mass.

SALES ACCOUNTS WANTED

A WESTERN CANADA MANUFACTURER'S AGENT, selling to wholesale hardware, department stores and builders' supply houses, is interested in arranging to represent a few large manufacturers.
Address Box B-974, care of HARDWARE AGE, 239 W. 39th St., N. Y. City

LINES WANTED—FAST-SELLING LINE wanted by manufacturer's agent calling on department stores, chains, electrical, hardware and drug jobbers in Michigan. Electrical specialties, small appliances or supplies preferred, but what have you that will appeal to the low-priced quantity buyer. Address Box B-979, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

MANUFACTURER'S DISTRIBUTOR AND JOBBER SELLING to retail hardware, house furnishing, department store, chain store trade in Pennsylvania, New Jersey, Delaware, looking for additional lines to handle on a jobbing or distributor basis. Address Box B-987, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

POSITIONS WANTED

Hardware Personnel
Our files contain applications of several hundred experienced and well-trained employees in the hardware industries.
NO CHARGE TO EMPLOYERS FOR THIS SERVICE
If we can be of any help to you, just phone
ASSOCIATED PLACEMENT BUREAU
152 West 42nd Street New York City
WIS. 7-1802, 1803

Digitized by Google

POSITIONS WANTED

EXPORT EXECUTIVE, LONG EXPERIENCE, at present employed by New York Exporter, would prefer employment with manufacturer, New York, or New England. Address Box B-984, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SITUATION WANTED BY MIDDLE-AGED MAN. Twenty-nine years' experience as an executive in hardware, tools and automotive supplies, wholesale and retail. Address Box B-973, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

YOUNG MAN EXPERIENCED HARDWARE AND sporting goods clerk and bookkeeper. Can type and operate mimeograph. Good health. Good reference and will go anywhere. Address Box B-954, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

SALESMAN WITH ESTABLISHED FOLLOWING AMONGST hardware, house furnishing and variety jobbers, also contact department and chain stores in Metropolitan New York area desires connection with reputable manufacturer. Address Box B-978, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

POSITIONS WANTED

SALESMAN 11 YEARS' EXPERIENCE SELLING to wholesale hardware and woodenware trade in the following territory: Ohio, Kentucky, West Virginia, Virginia, Carolinas, Georgia, Alabama. Single; can make headquarters as desired. Salary or drawing account. Address Box B-976, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

HARDWARE BUYER: WHOLESALE, EIGHTEEN YEARS' purchasing experience. Capable, reliable and competent. Making change. Twenty years' wholesale experience with two jobbers. Excellent record and references. Know the jobbing business from A to Z. Correspondence invited. Address Box B-966, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

TRAVELING SPECIALTY SALESMAN 15 YEARS' EXPERIENCE covering 36 States selling to wholesale hardware, auto, factory, plumbing, sporting goods, large industries, railroads, contractors, large retail hardware, furniture and seed jobbers. Clean cut, active, convincing, experienced in demonstrating and advertising. Address Box B-944, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

POSITIONS WANTED

ADVERTISING—SALES PROMOTION: 16 YEARS preparing manufacturers' advertising and sales plans—worked with dealers and specialty salesmen—familiar with electrical merchandising, air-conditioning, and new building and modernization—will bring broad and intensive experience to company requiring advertising or sales manager. Address Box B-965, care of HARDWARE AGE, 239 W. 39 St., N. Y. City.

EXPERIENCED IN HARDWARE, HOUSEFURNISHINGS, ELECTRICAL, plumbing, mill and factory supplies; store departmentizing and display work, also considerable experience in window trimming doing my own show card and sign work. Desire to locate for a permanent position where hard work and good sales work will be appreciated. Address Box B-961, care of HARDWARE AGE, 239 W. 39th St., N. Y. C.

YOUNG LADY OFFICE MANAGER, BOOKKEEPER, stenographer, 7 years' experience retail hardware, electrical appliances, house furnishings and heavy hardware. Credits and collections. Good education, honest, dependable, good worker, thorough. Excellent record. Highest references. Age 28. Of good family. Good moral habits. Will go anywhere. Address Box B-982, care of HARDWARE AGE, 239 W. 39th St., N. Y. City.

Do You Know That—

80.71% of the subscribers whose subscriptions expired during 1936 renewed their subscriptions to HARDWARE AGE.

This renewal rate of 80.71% is really close to the highest possible, considering the personnel changes and normal mortality of the field.

Since there is nothing to induce subscriptions other than the hardware man's desire to read and use the paper, this renewal rate affords a direct indication of the very high degree of interest with which HARDWARE AGE is regarded by its readers.

Advertisers, experienced in marketing through the hardware trade, *know* that it *Pays to Concentrate in HARDWARE AGE.*

Digitized by Google

• INDEX TO ADVERTISERS •

The Dash (—) Indicates that the Advertisement Does Not Appear In This Issue

A

Abrasive Products, Inc..... 147
Alabastine Co. —
Alladin Industries, Inc..... —
Albion Mfg. Co..... —
Allen Mfg. Co..... 8
Allen Mfg. Co., W. D..... 153
Allith-Prouty Mfg. Co..... —
Aluminum Goods Mfg. Co..... —
American Brass Co., The..... 89
American Can Co..... —
American Chain Co., Inc..... 149
American Cyanamid & Chemical Corp. —
American Fork & Hoe Co.... 2
American Gas Machine Co., Inc. —
American Pad & Textile Co.... —
American Safety Razor Co.... —
American Sheet & Tin Plate Co. (U. S. Steel Corp. Subsidiary) 11
American Steel & Wire Co. (U. S. Steel Corp. Subsidiary) 10
American Weekly, The..... 85
American Wire Fabrics Co.... 13
Ames Baldwin Wyoming Co.. 125
Animal Trap Co. of America.. —
Arcade Mfg. Co..... 135
Archer, Daniels, Midland Co.. 17
Armstrong Bros. Tool Co..... 124
Armstrong Mfg. Co..... 137
Atkins & Co., E. C..... 42
Atlas Tack Corp..... 87
Auditorium Hotel..... 143

B

Babcock Co., W. W..... —
Baker Brush Co..... 141
Barrett Company, The..... 101
Barton Corporation, The..... —
Bassick Company, The..... 142
Behr-Manning Corp. 129
Bellevue-Stratford Hotel 152
Bemis & Call Co..... —
Bethlehem Steel Company..... —
Bissell Carpet Sweeper Co.... 127
Blair Mfg. Co..... 109
Blaisdell Pencil Co..... —
Bommer Spring Hinge Co.... 158
Boston Varnish Co..... 15
Boston Woven Hose & Rubber Co. 23
Boyle Co., A. S.....118, 127
Bridgeport Hardware Mfg. Corp. —
Briggs & Stratton Corp..... —
Brown Co., The E. C..... 111
Brown Co., W. R..... —
Brush-Nu Co. 158
Buckeye Aluminum Co., The.. —
Bunting System, The..... 158
Burden Iron Co..... —

C

C-K-R Co., The..... —
Car Products Co..... —
Carborundum Co. 14
Chain Products Co., The..... 153
Chase Shawmut Co., The..... 147
Cheney Hammer Corp., Henry.. 117
Chicago Lock Co..... —
Chicago Rawhide Mfg. Co.... 148
Chicago Roller Skate Co..... 141
Chicago Spring Hinge Co..... 135
Chicago Wheel & Mfg. Co.... —
Chisholm-Ryder Co., Inc..... 141
Clancy, Inc., J. R..... —
Clark Bros. Bolt Co. 152
Clark Co., The J. R..... —
Clark & Son, Walter E..... 149
Clarke Sanding Mch. Co..... 121
Clayton & Lambert Mfg. Co.... —
Clemson Bros., Inc..... —
Cleveland Wire Spring Co., The 148
Climax Cleaner Mfg. Co., The.. —
Clouser Bros. 148
Clover Mfg. Co..... 28
Coburn Trolley Track Co..... 151
Coleman Lamp & Stove Co., The 105
Collins Co., The..... —
Colson Corp., The..... —
Columbia Steel Co. (U. S. Steel Corpn. Subsidiary) 10-11
Columbian Rope Co..... 103
Commercial Factors Corp..... 48
Continental Screen Co..... —
Continental Screw Co..... 135
Continental Steel Corp..... 39
Cook Co., The H. C..... —
Corbin Cabinet Lock Co..... 133
Corbin Screw Corp., The..... —
Cross & Co., Inc., W. W..... 149
Cyclone Fence Co. (U. S. Steel Corp. Subsidiary) —

D

Dazey Churn & Mfg. Co., The, 112, 136
De Laval Separator Co., The.. —
Deming Co., The..... 139
Dickson Weatherproof Nail Co. —
Dietz Co., R. E..... 159
Disston & Sons, Inc., Henry..32-33
Dixon Crucible Co., Joseph.... —
Domes of Silence..... 158
Dreadnaught Sanders 121
Duluth Show Case Co..... —

E

Eagle Lock Co..... 119
Eagle Mfg. Co..... —
Easy Washing Mach. Corp.... —
Edlund Co. 133
Elastic Tip Co..... 158
Electric Soldering Iron Co., Inc. 124
Enterprise Aluminum Co., The —
Evansville Tool Works, Inc.... 136
Everedy Co., The..... 111

F

Faultless Caster Corp..... 40
Ferry-Morse Seed Co..... 139
Fireline Stove & Furnace Lining Co. —
Flexible Steel Lacing Co..... 139
Florence Stove Co..... 6-7
Fowler & Union Horsenail Co.. 143
Franklin Hotel, Benjamin..... —
Frantz Mfg. Co..... 145
Frigidaire Corp. 99

G

Gardex, Inc. —
Gardiner Metal Co..... —
Gardner-Denver Co. 131
Gem Safety Razor Corp..... —
General Electric Co., Bridgeport, Conn. —
General Electric Co., G. E. Refrigerator Div. —
General Electric Co., Hotpoint Refrigerator Div. 93
General Electric Co., Nela Park, Cleveland, Ohio..... —
Gibbs & Son, Inc., W. A..... —
Gibson Electric Refrigerator Corp. —
Gilbert & Bennett Mfg. Co.... —
Goodyear Tire & Rubber Co... —
Graham Mfg. Co..... —
Grasselli Chemical Co., Inc., The 34
Gray & Dudley Co..... —
Greenfield Tap & Die Corp..... —
Greenlee Tool Co..... —
Griffin Mfg. Co..... —
Gulf Refining Company..... 139

H

Hamilton Beach Mfg. Co..... —
Hanover Wire Cloth Co..... 149
Hanson Scale Co..... 153
Harris Hdw. & Mfg. Co., Inc., D. P. 120
Hazard Insulated Wire Works 5
Heinn Co., The..... 146
Hindley Mfg. Co..... 148
Hoppe, Inc., Frank A..... 137
Hotel Auditorium 143
Hotel Bellevue Stratford..... 152
Hotel Benjamin Franklin..... —
Hoyt & Worthen Tanning Corp. 148
Hustler Corporation 149

I

Independent Lock Co..... —
Indiana Steel & Wire Co..... 144
Ingersoll Steel & Disc Co.... 36
International Harvester Co. of America, Inc. —
International Housewares Show —
Irwin Auger Bit Company, The —

J

Johnson's Laboratory, Inc.... 151

K

Keystone Brass & Rubber Co.. 151
Keystone Steel & Wire Co.... —
Kingston Products Corp..... —
Klein & Sons, M..... —

L

Landers, Frary & Clark..... —
Libbey-Owens-Ford Glass Co.. —
Lincoln-Schlueter Floor Machine Co. 143
Link-Belt Co. 137
Lockwood Hdwe. Mfg. Co..... —
Loma 132
Lowe Bros. Co., The..... —
Lufkin Rule Co., The..... 140

M

McKinney Mfg. Co..... 12
Malleable Iron Range Co..... 91
Marble Arms & Mfg. Co..... —
Master Lock Co..... 122
Maydole Tool Corp., David.... 128
Merchandise Mart, The..... —
Metal Sponge Sales Corp..... 135
Micklin Mfg. Co..... 121
Mid-States Steel & Wire Co.... 30
Midway Chemical Co..... 116
Miller, Inc., Robert E..... 158
Millers Falls Co..... 113
Minnesota Mining & Mfg. Co.. —
Moore Push Pin Co..... 158
Morse Twist Drill & Machine Co. 134
Moulton Ladder Mfg. Co., The. 158
Murphy's Sons Co., Robert.... 153
Musselman Products Co., The.. —
Myers & Bro. Co., The F. E.. 18

N

National Enameling & Stamping Co. —
National Mfg. Co. 158
National Screen Co..... 129
Nicholson File Co..... 16
Norge Corp., Div. of Borg-Warner Corp..... —
Northwestern Barb Wire Co... 24
Norton Abrasives..... 129

O

O-Cedar Corp..... 123
Okonite Co., The..... 5
O-Pan Top Mfg. Co..... —
Osborn Mfg. Co., The..... 26

P

Padco, Inc..... 120
Patent Novelty Co., The..... 147
Peck, Stow & Wilcox Co., The. 114
Pecora Paint Co., Inc..... 138
Perfection Mfg. Co..... —
Phoenix Mfg. Co..... —
Pittsburgh Plate Glass Co. (Brush Div.)..... 41
Pittsburgh Plate Glass Co. (Paint Div.)..... —
Pittsburgh Plate Glass Co. (Pennvernon Div.)..... 29
Pittsburgh Steel Co..... 43
Plymouth Rubber Co., Inc.... —
Porter, Inc., H. K..... —
Premax Sales Div..... 141
Progressive Mfg. Co..... 141
Protection Products Mfg. Co... 143

R

Raybestos-Manhattan, Inc. (Raybestos Div.)..... —
Red Jacket Mfg. Co..... 4
Reeves Mfg. Co., The..... 25
Reflector Hardware Corp..... —
Remington Arms Co., Inc. 19, 20-21, 22
Republic Steel Corp..... —
Republic Steel Corp. (Upson Nut Div.)..... 35
Reynolds Wire Co..... 27
Rich Pump & Ladder Co., The 145
Richards-Wilcox Mfg. Co..... —
Ridge Tool Co., The..... 115
Rixson Co., The Oscar C..... 107
Robertson, Arthur R..... —
Rochester Sash Balance Co., Inc. 148
Rubberset Co..... 9
Ruby Chemical Co..... —
Russia Cement Co..... 117

S

Samson Cordage Works..... 97
Sandvik Saw & Tool Corp..... 149
Savage Arms Corp..... 31
Schacht Rubber Mfg. Co..... 115
Schaible Foundry & Brass Works Co., Inc., The..... —
Schalk Chemical Co..... —
Schatz Mfg. Co..... —
Shapleigh Hardware Co..... —
Sheffield Bronze Powder & Stencil Co., Inc..... 44
Sherman Mfg. Co., H. B..... 128
Signal Electric Mfg. Co..... 130
Silver Lake Co..... —
Smith, Inc., Landon P..... 126
Smith & Son, Inc., Seymour... 133
So-Lo Works..... —
Standard Safety Razor Corp... 107
Standard Tool Co., The..... 153
Stanley Rule & Level Plant.... 95
Stanley Works, The..... —
Star Heel Plate Co..... —
Stearns & Co., E. C..... —
Stevens Arms Co., J..... 31
Stewart Iron Works, Inc..... —
Sure Grip Rope Clamp Co..... —
Swartzbaugh Mfg. Co..... 123

T

Tamms Silica Co..... —
Taylor Instrument Companies.. 45
Tennessee Coal, Iron & R. R. Co. (U. S. Steel Corp. Subsidiary)10-11
Tennessee Corp..... 132
Three-in-One Oil Co..... 118
Tilette Cement Co., Inc..... 151
Tubular Rivet & Stud Co..... —
Tucker Duck & Rubber Co..... 119
Turner Brass Works, The.... 145
Turner Bros..... —

U

Union Fork and Hoe Co..... 1
Union Hardware Co..... 46
United Royalties Corp..... 150
U. S. Rubber Co..... —
U. S. Steel Corp. Subsidiaries.10-11

V

Vaughan Novelty Mfg. Co., Inc. 151
Victor Electric Products, Inc... 132

W

Wagner Mfg. Co..... —
Wallace & Sons Mfg. Co., R.... —
West Bend Aluminum Co..... 125
Western Cartridge Co..... —
Western Clock Co..... —
Western Products, Inc..... —
Westfield Mfg. Co..... 151
Westinghouse Elec. & Mfg. Co. —
Whiting-Adams Co..... 153
Wickwire Brothers..... 150
Wickwire Spencer Steel Co.... —
Wilder & Co..... 151
Williams Co., The..... 37
Winchester Repeating Arms Co. 160
Wooster Brush Co..... —
Worthington Co., Geo..... 109
Wright Steel & Wire Co., G. F. 137
Wrought Washer Mfg. Co..... —

Y

Yale & Towne Mfg. Co..... 3
Yard-man, Inc..... 153

Digitized by Google

Advertising Our Advertisers

•

The advertisers in HARDWARE AGE are not merely our advertisers but **your** advertisers as well. Patronize them to the full extent of your requirements, because—

—They are worthy of your support. Being leaders in their fields, they feature in straightforward, dependable advertising the merchandise and service that will profit you in the conduct of your business.

—They can be whole-heartedly depended upon.

—They are concerns that are in business to stay.

—They believe in the future security and success of the hardware trade.

—They are eager for the continued prosperity of our country.

—They are practicing what they preach—successful and profitable hardware merchandising.

They deserve your support for their help in making possible the finest business paper published for the hardware field, the recognized authority of the trade for over seventy-five years—

Mention HARDWARE AGE when writing to **your** advertisers.

•

HARDWARE AGE

A Chilton Publication

239 West 39th Street New York City

A.B.C.—Charter Member—A.B.P. Inc.

Digitized by Google

MOULTON Ladders Will "Step Up" Your Sales

Here's the YALE—a (Mechanic Type) Stepladder of *quality*. Strong, safe, durable. A popular seller. Its Malleable top hinges are clamped over top—¼ in. Steel rod under each tread with truss block. Steel braces under bottom tread. Cadmium plated hardware. Sides 3¾ in. Legs 2¼ in. with 1⅛ in. rungs. Treads 3¾ in. Sizes 3 to 12 ft. Wgt. approx. 3 lbs. per ft. Other models for every requirement.



Send for Literature and Trade-prices.

THE MOULTON LADDER MFG. CO.
Somerville Mass.

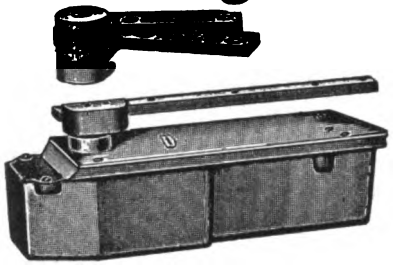
MOLDED RUBBER GOODS



We stock a complete assortment of rubber tips and bumpers, and are equipped to manufacture most anything for your special requirements. Catalogue No. 50 on request.

ELASTIC TIP COMPANY
370 Atlantic Ave., Boston, Mass.

Bommer Checking Floor Hinges



Suitable for all sizes and kinds of doors, metal or wood

Write for illustrated catalogue
Bommer Spring Hinge Co., Brooklyn, N.Y.

5 minute BRUSH-NU Sells fast at 10¢



15¢ in ROCKY MOUNTAIN STATES and CANADA

BRUSH-NU COMPANY
BALTIMORE MARYLAND

National HARDWARE

NATIONAL MFG.CO.

RECOGNIZED everywhere as a product of quality. A complete line to meet every building requirement. Send for illustrated catalog and join the ranks of National dealers.

National Manufacturing Co.
STERLING ∴ ILLINOIS



Ask about the New Bunting Service

MADE-TO-ORDER PERSONALIZED BUSINESS GETTING MAGAZINES

Ten years of constructive service to the Hardware Trade has established Bunting Store Magazines as resultful, direct-to-home advertising media.

A tested means of cooperative sales effort for aggressive dealers, jobbers and manufacturers.

The Bunting System

NORTH CHICAGO, ILL.

Genuine DOMES of SILENCE

SLIDE SILENTLY - SOFTLY - SMOOTHLY

40¢ SET - 10¢ SET - 10¢ SET

SAVE FURNITURE & FLOORS-CREATE QUIET

Look for words "DOMES of SILENCE"

4 TO A SET



INSULATED-NOISELESS FOR TILE CEMENT OR MARBLE FLOORS IN BATH ROOMS, RESTAURANTS, ETC.

LARGE SIZE FOR METAL & WOOD BEDS LARGE CHAIRS & ALL FURNITURE..

Ask your Jobber—
If he is not supplied, write to

DOMES of SILENCE, Inc., 35 Pearl St., N. Y. C.

MANY EXTRA DIMES FROM THIS *New All-Metal Revolving Display Cabinet*



and it's FREE!

Advertising creates a steady demand for Moore Push-Pins, aluminum or glass heads and Moore Pushless Hangers.

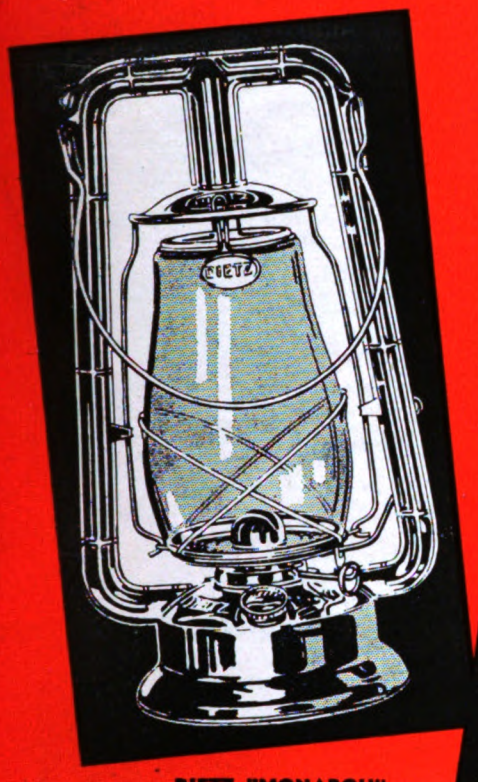
Our new Revolving Display Cabinet given absolutely *free* with 72 window front packets . . . occupies only 6½ square inches of counter space . . . makes sale after sale. Get one from your jobber today . . . then watch the extra dimes build your daily volume.

MOORE PUSH-PIN CO.
113-125 Berkley St., Phila.

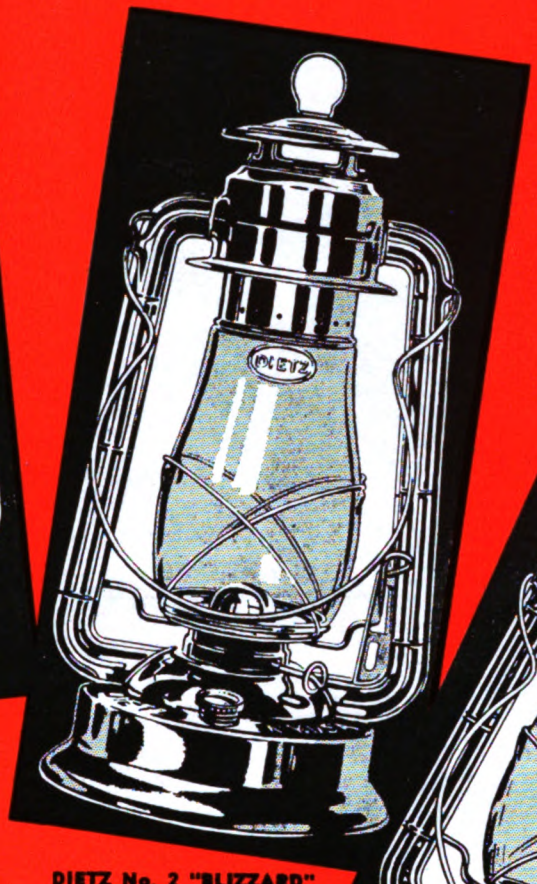
Digitized by Google

DIETZ LANTERNS

STANDARD OF THE WORLD



DIETZ "MONARCH"
(Hot Blast)



DIETZ No. 2 "BLIZZARD"
(Cold Blast)



DIETZ
No. 2 "D-LITE"
(Cold Blast)



DIETZ
"LITTLE WIZARD"
(Cold Blast)

Stock NOW DIETZ LANTERNS FOR FALL TRADE

DIETZ Lanterns hold such an overwhelming customer preference that they are the lanterns stocked in most hardware stores.

This preference for Dietz Lanterns is based on undeviating high quality of manufacture, superior lighting power and stormproof burning reliability.

There is also a fair price for Dietz Lanterns and it is generally maintained to the benefit of users and the year-round profit of dealers.

Sell customers Dietz Lanterns—the lanterns that most of them prefer. It Pays!

DIETZ LANTERNS

THESE 4 DIETZ LANTERNS WILL GIVE YOU A 100% POPULAR STOCK

Digitized by Google

WINCHESTER
TRADE MARK
SHOT SHELLS

Leader Super Speeds and Repeater Super Speeds in high power, long range . . . Leaders, Repeaters and Rangers in the regular range of loads.



YOU NEVER MISS THE SHOOTERS WHEN YOUR SHELL TRADE'S GOOD

KEEP them coming, and coming strong, with a plentiful stock of Winchester World Standard Shot Shells. Wanted—and supplied at a full range of popular prices for every gun that throws shot, from squirrel, rabbit and crow loads to buckshot and single-ball loads for deer. Famous ever since muzzle-loading days for best improvements, materials and manufacture—from untiring scientific pioneering backed by progressive manufacturing leadership in serving a world-wide market. Advertised effectively, in magazines, folders, booklets, catalogs and display material, to millions of shooters—for hunting, skeet, trap, hand trap, pest and varmint shooting. Unsurpassed in display, as they are in performance.

Place your order NOW for Spring, Summer and big Fall demand. For correct load numbers and combinations, refer to your Winchester Catalog or special Shot Shell folder.



4-Color Shell Folder FREE

THE latest revised edition of the Winchester Shot Shell folder answers virtually every question as to load combinations that any customer may ask about Winchester Shells. Attractive 4-color cover. Shows each carton, each shell, in four colors. Explains Winchester short shot string advantages in Super Speed shells. Tells, too, the superiority of Seal-tite wads—used by Winchester under patent license. Lists all loads. Keep copies handy on your counter. Write us for a supply.

WINCHESTER REPEATING ARMS CO.
NEW HAVEN, CONN., U. S. A.

Digitized by Google